

Simplicity



35¢

45 CENTS IN CANADA

The Fashion Magazine for Women Who Sew 1954 Fall Winter Pattern Book

*They do things for a girl . . .
those wonderful prints* in*

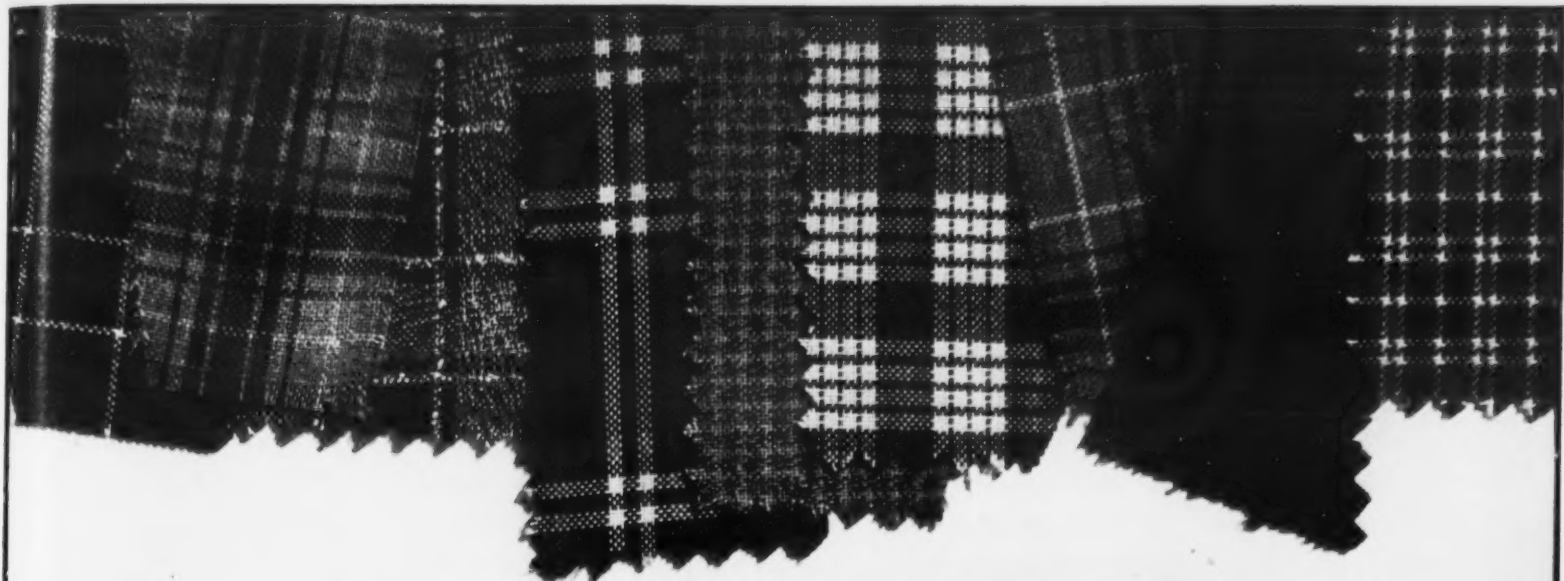
Quadriga Cloth

Which first? So many, so beautiful, so ready for fashioning into the prettiest pop-in-the-Bendix school clothes of your life. Quadriga Cloth, the original color-fast cotton, has a special finish that makes it easy to sew . . . even a neophyte with a needle can be "the girl who sews has better clothes." And you'll be surprised how far your money goes!

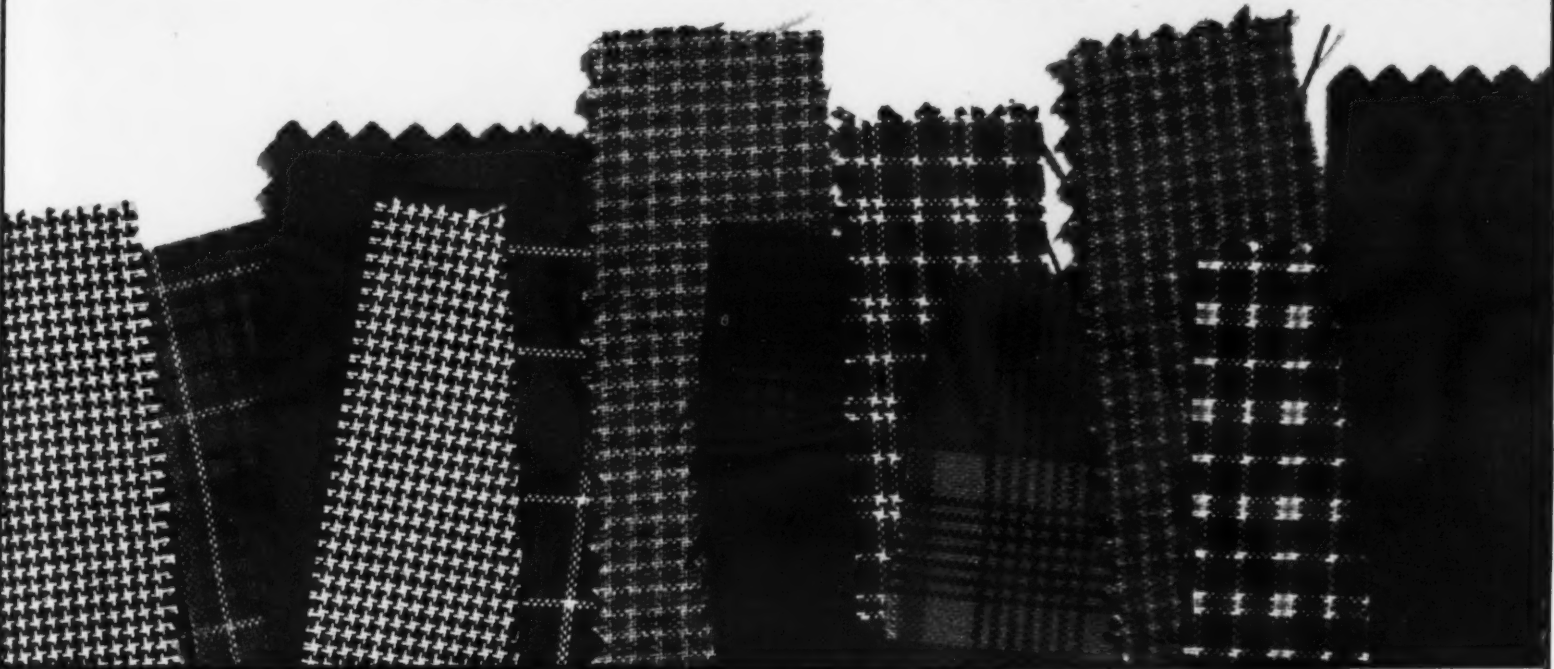
*50 plain colors, too



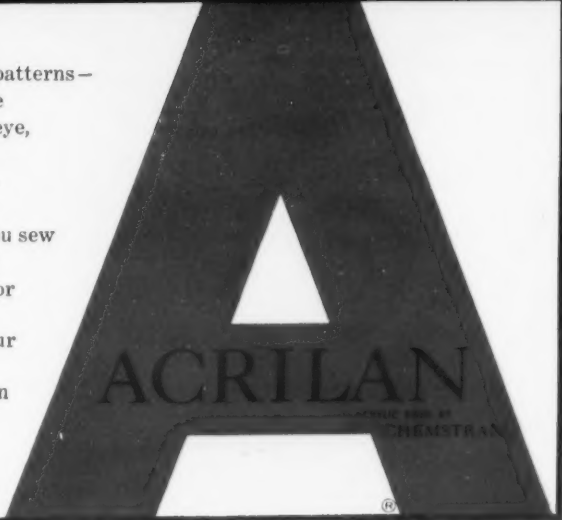
Also at better stores — Ely & Walker Quadriga Shirts, Pajamas, Spring-Bak Shorts, Dorna Gordon and Jane Clay Dresses, and Gilbrae Fabrics



make your fall wardrobe **WASHABLE**
make it of fabrics made with Acrilan



Pick your fall fabrics right from this page of Diplomat patterns—and you've picked a wardrobe that's fresh and crisp to the eye, soft and warm to the touch *and* 100% washable! Acrilan acrylic fiber does that—and more: it makes the clothes you sew dry quickly, hang on to their shape and drape with little or no ironing, resist wrinkles, moths and mildew. Watch your dry cleaning bills go down, your fashion reputation go up when you sew with fabrics made with Acrilan.



FABRIC: DEERING MILLIKEN'S "DIPLOMAT," 50% ACRILAN, 50% RAYON • ENSEMBLE: DRESS—SIMPLICITY PATTERN NO. 4750, JACKET—NO. 4793, HATS BY MR. JOHN

THE **CHEMSTRAND** CORPORATION
GENERAL SALES OFFICES: 350 Fifth Ave., New York 1, N. Y. • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND NYLON—Pensacola, Fla.

NEW...WONDROUS WOOLENS

Loomed especially for homesewing!

You'll find them sponged and pressed...ready-for-the-needle!

You'll love them...the only collection of quality fabrics designed to offer such easy, speedy cutting and sewing! Ready-for-the-needle Wilton Woolens are created expressly for you...the woman who sews for herself and her family. Specially planned colors, textures and weaves make your work simpler than you'd believe possible...and inspire you to new success in your own wardrobe-designing. Soft and supple, Wilton Woolens tailor superbly and hold

their shape even after long, hard wear. You'll appreciate their enduring New England quality as much as their exciting fashion flavor!

To get the biggest dividends on your fabric investment, get Wilton Woolens! Look for them now...before you plan your new fall wardrobe, before you start that back-to-school sewing. If your favorite store doesn't yet carry these fabrics, write and we'll send you the necessary information.



WILTON WOOLEN COMPANY, WILTON, MAINE

You'll find Wilton Woolens specially designed to avoid sewing problems. The patterns are easy to match; the fabrics co-related for color, pattern and texture—giving you, within every color range, a wide choice of fabrics adaptable for town or country wear!

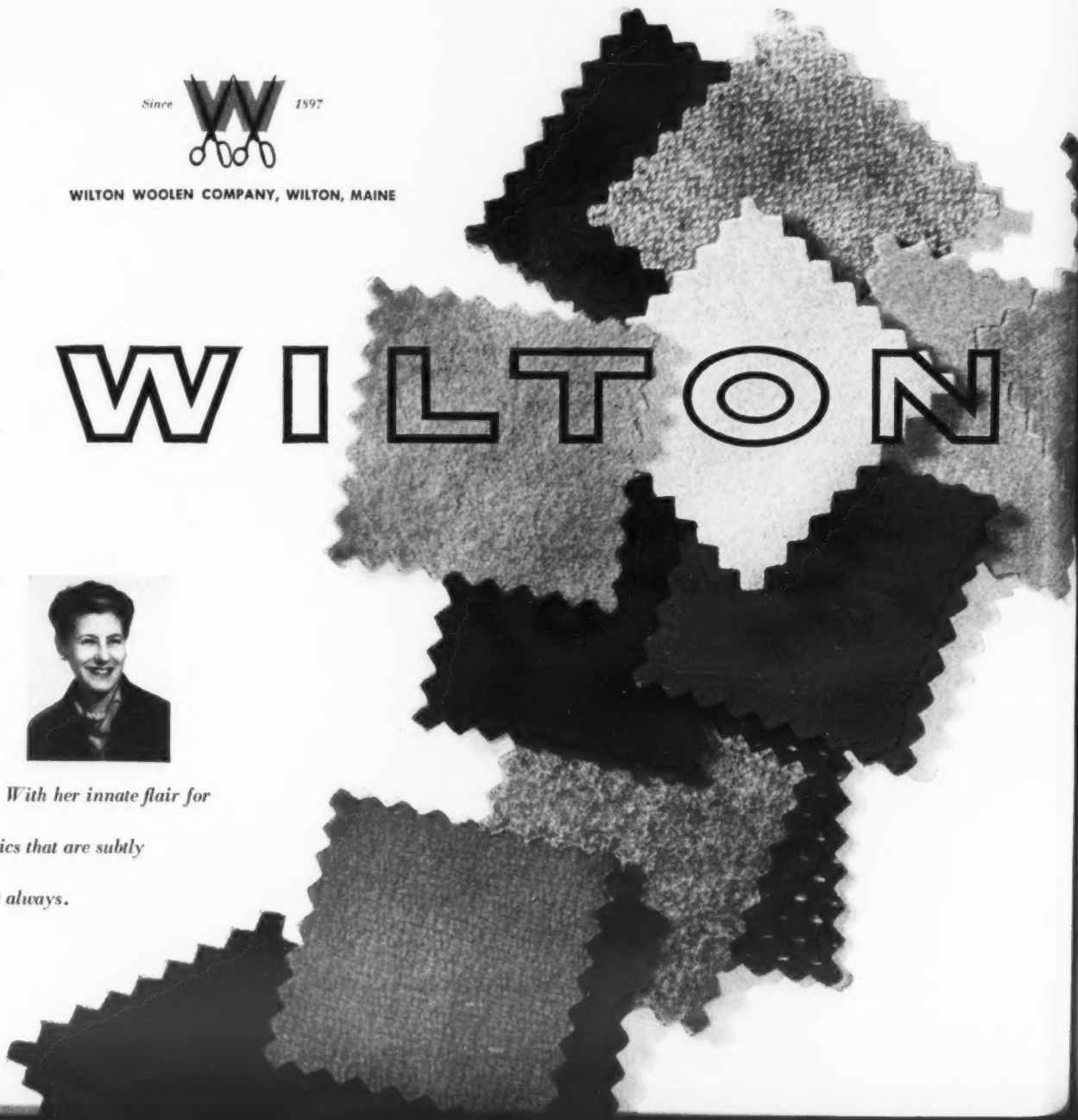
Madame Marianne Granville

is the noted French fabric designer who gives Wilton Woolens



this versatility, this style authority. With her innate flair for fashion, she brings you fabrics that are subtly new and exciting, and fashion-right always.

WILTON





Simplicity Pattern #4765

On sale from \$3.95 to \$9.95 per yard in 54-inch widths

Wilton Woolens come in color-mated patterns and solids in dress, suit and coating weights. They're designed to drape easily, to retain pleats and texture, to resist wrinkles. Some are 100% woolens; some are washable wool blends—carrying the famous Sanforlan trade-mark.

All are loomed in the New England tradition of the Wilton Woolen Company of Wilton, Maine, weavers of fine woolens since 1897.

WOOLENS

Don't miss this sensational combination offer!

Genuine "Griffon" dressmaker's shears
 7½-inch professional-type • heavy nickel-plated • easy-cutting • precision-made of top-quality Solingen steel
plus Wilton's 1954 Swatch Portfolio
 containing generous swatches of dress fabrics, suitings and coatings in solids and patterns; 18 smart colors.

both for only \$2.00 postpaid!

So you can actually see and feel the new Wilton Woolens, we're making this amazing offer for a limited time only! Shears sell regularly at \$3.00 retail. And you also get the wonderful Wilton swatch portfolio—a fashion inspiration and ready reference for future sewing. Mail The Coupon Today!

"Griffon"
 dressmaker's shears



Wilton Woolen Company, Department 5, Wilton, Maine

Enclosed find \$2.00 ☐ cash ☐ check ☐ M.O. (no stamps) covering your Wilton 1954 Swatch Portfolio plus one pair of genuine 7½" Griffon Dressmaker Shears.

NAME

ADDRESS

CITY ZONE STATE

STORE WHERE YOU BUY FABRICS

Offer subject to change or discontinuance without notice. Good only in U.S.A. and its possessions; and void in any state, territory or municipality where prohibited, taxed or otherwise restricted.



“How
would you
like your fabric,
ma’am?”



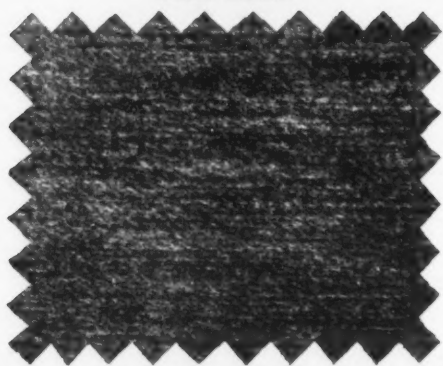
“Perhaps you’d like the Fall special—*Pall Mall*?

It’s a very good combination of rayon for texture, worsted for airy warmth and nylon for strength and crush-resistance.

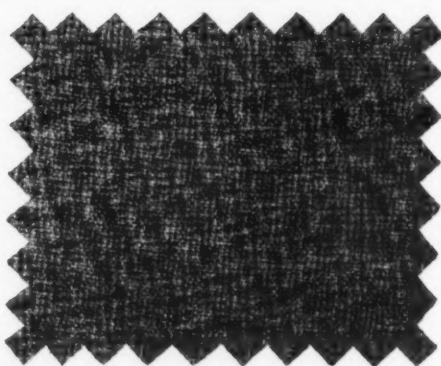
“Or with a saucy tweed texture, yet soft to touch and go places in? Then take our *Turn-To*—rayon with acetate.

“The Printed *Malpaca*, perhaps? It’s a crisp alpaca weave of rayon with acetate—printed with neat geometrics like the diamond and fleur-de-lis shown here.”

PALL MALL®



TURN-TO



MALPACA



These are but three of many wonderful Mallinson ways to make your Fall dresses and suits. You’ll see them all in your favorite fabric center—iden-

tified by the famous Mallinson elephant. Look for this trademark always—it’s your assurance of the finest fabrics you can lay a Simplicity Pattern on!

Mallinson fabrics



National Mallinson Fabrics Corp., 1071 Avenue of the Americas,

New York 18 • Chicago • Seattle • Los Angeles • San Francisco

The Prints that Paris likes... for Fall



COURTESY™

COUTURE  COTTONS



Lush, luxurious prints like these are the love of the "little Paris dressmaker" this Fall. But our prices . . . enough to turn any Parisienne green with envy! Discover how easy it is to lend an air of Paris elegance to even your *simplest* pattern! Sew it in a colorful Courtesy Cotton—fabulously high-fashion, couture prints in practical, washable percale. Co-ordinated solids, too.

About 59¢ a yard

Simplicity Pattern 4801

Courtesy Fabrics Available at These and Many Other Fine Stores

Akron A. Polsky	Dallas Titcher-Goettinger	Los Angeles May Company	Salt Lake City Z C M I
Atlanta Rich's	Dallas W. A. Green Co.	Louisville J. Bacon & Sons	San Antonio Joskey's
Augusta J. B. White	Denver Joslin Dry Goods	Minneapolis Dayton Co.	San Francisco Macy's
Baltimore Hochschild Kohn	Detroit Crowley Milner	Minneapolis Powers	Seattle Bon Marche
Beaumont The Fair	Duluth Duluth Glass Block Store	Nashville The Cain-Sloan Co.	Sioux City Younker Davidson's
Birmingham Burger-Phillips	Evansville Leo Schear Co.	Newark Bamberger's	Spokane D. G. Co.
Brooklyn, N. Y. Abraham & Straus	Fort Worth Monig's	New Orleans Krauss Co.	St. Paul Emporium
Buffalo Wm. Hengeler	Grand Rapids Herpolsheimer's	New York Bloomingdale's	St. Paul Schuneman's
Chattanooga Miller's	Hartford Brown-Thomson	Oklahoma City Halliburton's	Syracuse Dey Bros.
Chicago The Fair	Hollywood Broadway Store	Omaha J. L. Brandeis & Sons	Syracuse C. E. Chappell & Sons
Chicago Carson, Pirie Scott & Co.	Houston Levy's	Philadelphia Wanamaker's	Tampa Essrig's
Cincinnati Shillito's	Jacksonville Phelps	Pittsburgh Boggs & Buhl	Terre Haute Root Dry Goods
Columbus F. & R. Lazarus	Jamaica, N. Y. B. Gertz	Pittsburgh Frank & Seder	Toledo Lion Dry Goods
Columbus Morehouse Fashions	Kansas City Jones Store	Portland Meier & Frank	Washington Hecht's
	Knoxville S. H. George & Sons	Richmond Miller & Rhoads	
	Lincoln Miller & Paine	Richmond Thalheimer's	



BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC., New York 13, N. Y.

Alice in Jerseyland

*Ask salesperson for tearsheet,
"How to Handle Sag-No-Mor
Professionally," from booklet
at end of bolt or write Dept. S,
Wyner Fabrics Ltd., 1441
Broadway, New York 18. Mention
city nearest you. Please enclose
self-addressed envelope.*

When Alice found herself in Jerseyland, she looked at the bolts of jersey all around her and breathed "Wonderfuller and wonderfuller!" Such colors, such designs! Such delicious drape! "And to think it won't change size or shape the way I'm always doing!" Alice could feel her fingers itching to start sewing. She knew she'd be in good company—"all the best designers and finest seamstresses sew with Sag-No-Mor." She decided she'd start with Simplicity's cover dress, #4807. Wyner Fabrics Ltd., 1441 Broadway, New York 18.





SAG-NO-MOR[®]

jersey by *Wyner*

Color Carnival

WHEN YOU HOME-SEW WITH

COLORFUL

Continental

VEL-FEL

FELT



Simplicity
#4195

Simplicity
#4818

Simplicity Pattern #4752

**VEL-FEL FASHION-WISE STYLES ARE
SO EASY-TO-MAKE—SO FLATTERING!**

Continental VEL-FEL is the finest in felt, luxuriously made and finished in a wide selection of fashion shades — and so simple to hand-sew! No hems, no linings, no facings, no needle skill for satisfying results at small cost!

Ask for VEL-FEL at your favorite fabric counter — Look for the VEL-FEL trademark — it identifies the finest felt — 72" wide — made of long wearing 100% wool!

FREE! Write today for your CONTINENTAL VEL-FEL COLOR CHART and copy of "FELT FANCIES" which shows you how you can easily make clothing, accessories and home furnishings with colorful VEL-FEL!

At Better Stores from Coast to Coast!

CONTINENTAL **FELT** COMPANY, INC. 1905

22-26 WEST 15th STREET



NEW YORK 11, N. Y.

"Prettiest U. S. School Teacher" gives
INDIAN HEAD[®] Cotton
 its toughest test!



Nell Owen, Dallas teacher, shown in Life Magazine as "prettiest U. S. school teacher." Miss Owen gave her class a rare assignment: "Put on these brand new Indian Head cotton clothes, and get them as dirty as you can!"



30 washings in a Bendix!
 Here is Miss Ann Olson, Director of the Bendix Home Laundering Institute. The Indian Head dress she holds was laundered thirty times in a Bendix Tumble-Action Washer-Dryer... still looks bright as new! Proof positive that this fast-sewing cotton can stand up to constant sudsing... Indian Head won the coveted Bendix Certificate of Launderability!



Messiest class in America! That was Nell Owen's 4th grade class a few hours later! The children smeared paint, smudged chalk, streaked pencil marks... all over their Indian Head clothes! Then the clothes were laundered; came out like new; didn't fade an iota; didn't shrink.*

Like Nell Owen's class... your children too, can give their clothes rough, tough treatment. Clothes *keep* that "just-made" look, when you sew with Indian Head! Choice of 36 solid colors, at 89c yd., color-related prints at about \$1 yd. Note: not a single child's outfit on this page costs more than \$3.65 to make! For these Simplicity patterns, write: Dept. S, Indian Head Mills, 1407 Broadway, New York 18, N. Y.



*Guarantee: "If any article made principally of Indian Head cotton runs, fades, or shrinks more than 1%, we will make good the entire cost of the article."

INDIAN HEAD[®]

Wherever you see it... we guarantee it!

A Product of INDIAN HEAD MILLS, INC.,
 1407 Broadway, New York 18, N. Y.

Cone Velvelette, the Flannelette of Fashion,* is the ideal way to sew up a warm welcome for winter nights. It has a cuddly soft napped surface. It comes in an eye-filling array of the prettiest patterns that ever went to bed—all in colors of vat fastness. Cone Velvelette* is available in Sanforized finish. And best of all, it's so sewable!

Now, get the whole family set for anti-sniffle comfort on all the frosty nights to come. Get fashion-right Cone Velvelette* at your nearest fabric counter.



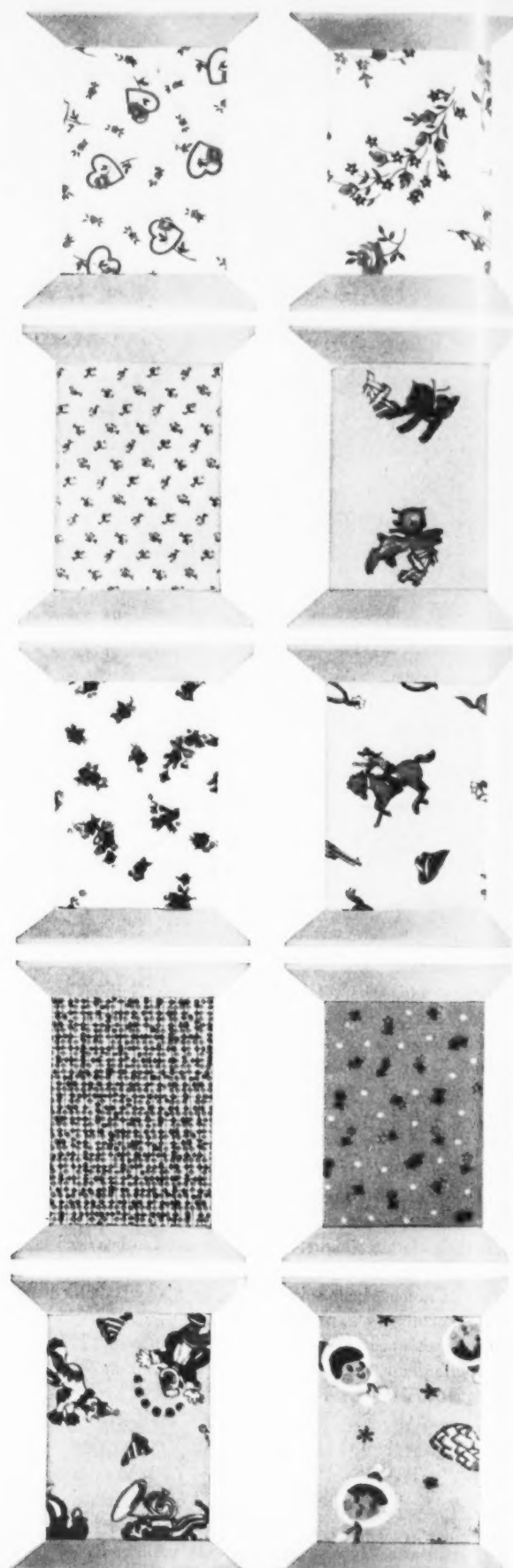
*©CONE MILLS, INC.,
59 Worth Street,
New York 13, N.Y.



Simplicity pattern
numbers:
Misses'
gown #4140
Child's
pajama #4131




sleeping
pretty




CONE VELVELETTE*




The  's most beautiful poetry . . .

translated into WAMSUTTA's exquisite

POETRY-IN-PRINTS. Delicately  ed . .

colored by the  of genius . . . the mood

as romantic as a  . Meant for

light  ed, versatile fashions that sing

under the  as well as the 

Lyric reasons why—all year 'round

THE NAME SMART WOMEN *Cotton* TO

IS *Wamsutta*[®]

Fabulous fashion cottons in the renowned LUSTERWEAVES[®]: Lustercale,[®] Lusterahen,^{} Lusterwamco^{*}. Including this beautiful print collection with the quotation which inspired each print on every yard of the selvage. It's the star of the season at fine stores everywhere...WAMSUTTA's*

"Poetry-in-Prints"

®TRADE MARK

COPYRIGHT, 1954.
WAMSUTTA MILLS, NEW BEDFORD, MASS.

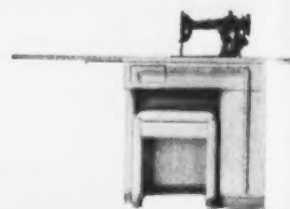
Straight-needle...

Famous, familiar SINGER. Smoothest-stitching of all "Straight-needle" machines—for all types of everyday sewing from dresses to drapes. In Queen Anne, portable, many handsome styles.

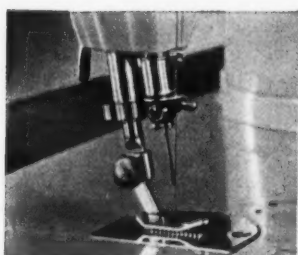


Swing-needle...

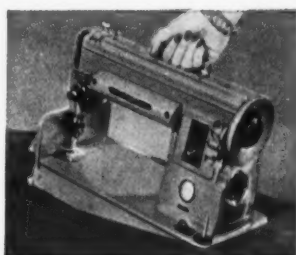
One of first "zigzag" machines. Finest by far! Specially for decorative (as well as straight) sewing. Makes buttonholes, sews on buttons, monograms, embroiders—without attachments!



and now the exciting new Slant needle SINGER!



Needle slants toward you instead of being straight up and down. Makes it easier to see as you sew, easier to "feed" fabrics. An exclusive patented feature, yours only on this newest SINGER* Sewing Machine. Most modern, streamlined machine ever!



Use it as a portable, too! It's the first full-sized cabinet machine with a handle concealed in the top so you can lift it out of the cabinet; carry it around. Sturdy but light. Base fully enclosed. Comes in lovely new soft beige or traditional black.



New spinet cabinet designed specially for "Slant-needle" SINGER. Unusually beautiful shape. Right for modern or period rooms. Leaf opens at an angle toward you so you can sit more comfortably, see more easily. Choice of many other cabinets, too.

Many "never-before" features!

You really have to try the new "Slant-needle" SINGER to appreciate all its amazing sewing advantages! New easy speed control for slowest or fastest sewing ever. Both knee and foot controls. Instant starting—leaves hands free. Seam-width guides on throat plate. Drop feed for darning and embroidery. See it—and the other wonderful SINGER Machines—today.

Easy budget terms—liberal trade-in allowances

*** Don't be misled.** SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade-Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE CO.



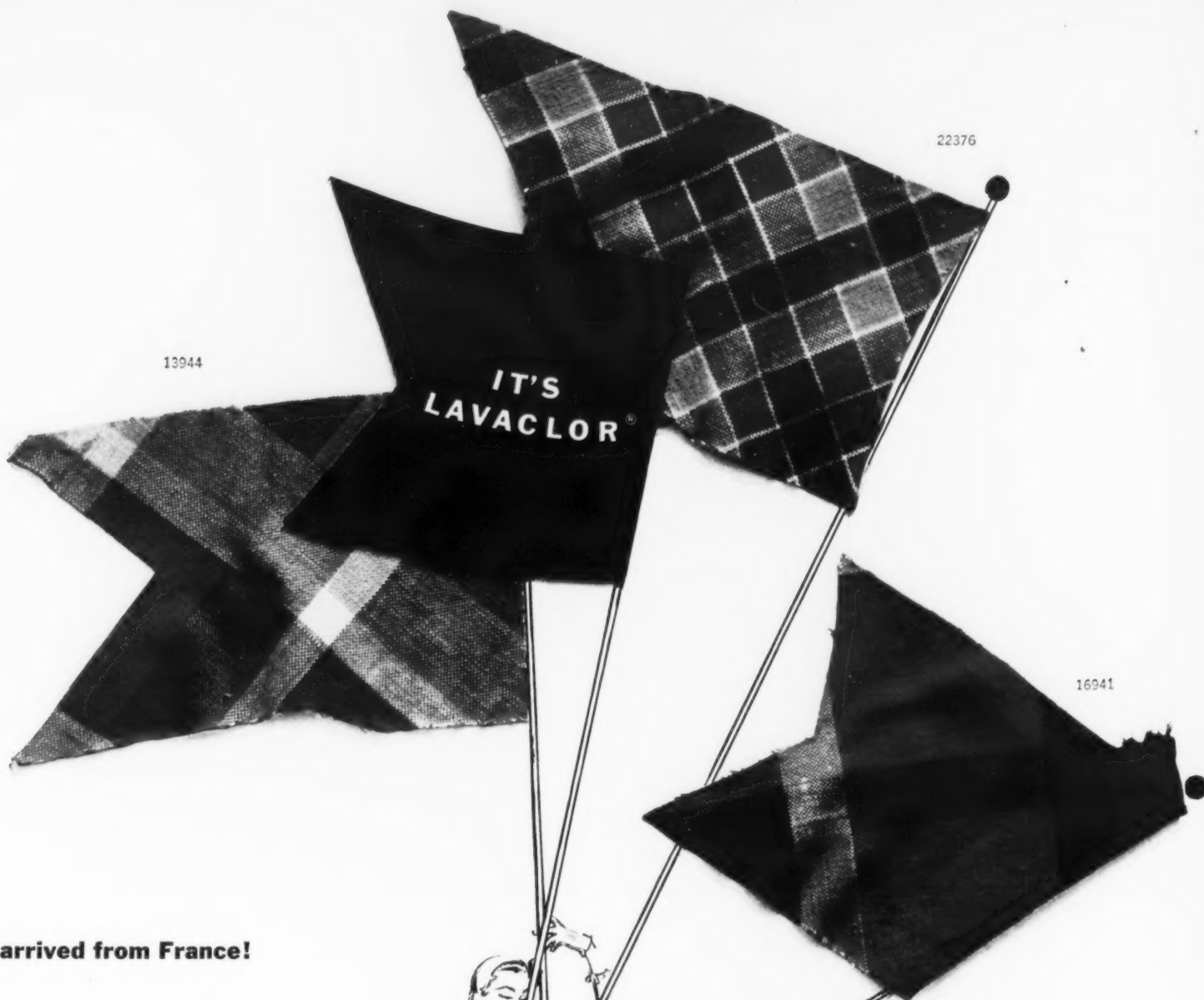
There are more than 1300 SINGER SEWING CENTERS coast to coast . . . and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.

Whichever type of sewing machine you prefer—

SINGER offers you the finest in its field!

SINGER SEWING CENTERS
THERE'S ONE NEAR YOU TO SERVE YOU

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newly arrived from France!

Boussac, one of the world's largest and finest textile organizations, now sells this famous made-in-France cotton in the United States.

You can buy LAVACLOR in new, gay, Paris-designed plaids right here at leading American stores, to make lovely dresses and blouses for yourself and Sis... handsome shirts for Dad and Junior... rompers for Baby Brother!

Of fine imported cotton, it's versatile and long-wearing. 40 inches wide.

Only **\$1.25 to \$1.50** a yard!

- Color fast
- Easy to wash
- Preshrunk*

See LAVACLOR today at fine stores
Or write CIC TEXTILES — NEW YORK, INC.
c/o John P. Maguire & Co. Inc.
370 Fourth Avenue, New York City

*Residual shrinkage not to exceed 1 1/4%.

†Trade-mark



Simplicity Pattern No. 4867

Simplicity Pattern No. 4831

the fabrics that come out of the suds in perfect shape!



Wash-a-flan (85% wool, 15% nylon flannel) in brilliant plaids and patterns. Wash-a-jersi, 100% pure *worsted* wool jersey in beautiful solid hues. Both leave the suds soft, bright, in perfect shape. Popularly priced and sold by-the-yard in more than 2000 fine stores. If your city is not listed, write: LEBANON FABRICS CORP., 450 Seventh Avenue, New York 1, N. Y.

*Trade Mark Registered

St. Paul, Minn., *Schumann's, Inc.*,
Scott, Minn., *U. S. R. Machinery Co.*
Scranton, Pa., *Cleland Simpson Co.*
Seattle, Wash., *The Sewing Basket*
Shelbyville, Ky., *W. H. Frick Co.*
Shelton, Wash., *Lumbermen's Merc. Co.*
Sheridan, Wyo., *Stevens-Nyberg & Co.*
Sherman, Texas, *Price's Dept. Store*
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Sioux City, Iowa, *T. S. Martin*
South Bend, Ind., *Robertson's Dept. Store*
Spokane Falls, Wash., *Spokane Falls*
Spokane, Wash., *The Crescent*
Springfield, Ill., *Westenberg's*
Springfield, Mass., *Forbes & Wallace*
Springfield, Mo., *Springfield*
Stevens Point, Wis., *The Campbell Co.*
Stratford, N. Y., *Dei Bros. & Co.*
Stratford, Conn., *Stratford & Son*
Tacoma, Wash., *The Bon Marche*
Tampa, Fla., *Moss Bros.*
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Tucson, Ariz., *Neisewander's*
Vancouver, Wash., *Hadley's*
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Warren, Pa., *McGehee's*
Washington, D. C., *The Hecht Co.*
Waterbury, Conn., *Bedford*
Watertown, N. Y., *James Black Dry Goods Co.*
Watertown, N. Y., *Watertown Dry Goods Co.*
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Wellsville, N. Y., *Rockwell Bros. & Co.*
Westfield, Mass., *Westfield Woolen Mill Store*
Wilkes, Kans., *Jones*
Wilkes-Barre, Pa., *Fowler, Dick & Walker*
Winchester, Mass., *W. F. Pomeroy's, Inc.*
Willmar, Minn., *Ryan's Furniture Co.*
Winnington, Del., *Frederick & Clothier*
Wilmington, Pa., *Sellenberger*
Worcester, Mass., *Worcester Key Co.*
World, Wyo., *Hanks Dry Goods Co.*
York, Pa., *Chap. H. Bear & Co.*
York, Pa., *York Dry Goods Co.*
Youngstown, Ohio, *Stevens Hirschberg Co.*

The smartest girls
make nearly
everything in...

Spring Knight *

SANFORIZED BROADCLOTH!



Here's a secret every Daughter of Eve can use to advantage: *If you want lots of good looking clothes for classroom and dating, make 'em yourself with*

Spring Knight Broadcloth. It's a cinch to sew, drapes blissfully and comes in the most alluring jewel-bright tones and a bevy of beautiful prints, all washable and completely colorfast. Sanforized, too... shrinkage is held to less than 1%.

You can easily whip up a wardrobe of blouses, dresses and separates that look expensive*but aren't... anything you make with Spring Knight Broadcloth looks like a million, costs just a mite—about 59¢ per yard at your favorite fabric shop.

*Reg. U. S. Pat. Off.



*Write Box 111 at address
below for Pattern number*

The Springs Cotton Mills
Lancaster, South Carolina

DO IT WITH *Felt*

IF YOU have worked with FELT you know what a joy it is to handle — no fraying, no ravelling — no hemming necessary. So easy to make up — and such fun for beginner or expert!

A rainbow of new inspiring colors. See them at your local stores.

Economical too, because FELT usually comes 72 inches wide.

And it dry cleans beautifully.

- The sensational fabric of the year — the height of *fashion*! There is a wide range of inexpensive patterns that make up into perfectly exquisite creations — skirts, coats, spencer jackets, boleros, weskits, stoles, capes, aprons, headgear, outfits for children.

- FELT has everything — soft lovable texture, flair, distinctiveness. Harmonizes with trimmings and accessories of other materials.

- With FELT you'll be definitely in fashion.

This symbol assures you of top quality.



Booklet "Do it with Felt," upon request THE FELT ASSOCIATION, Publicity Dept., 480 Lexington Ave., New York 17



*Sew dear to the hearts of mothers—
and daughters, too!*

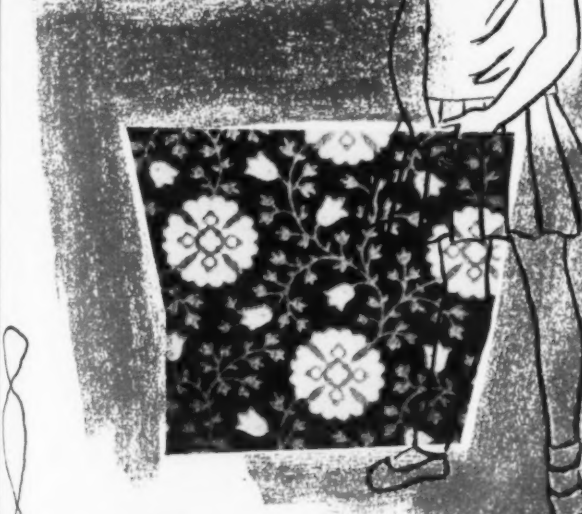
attractive, easy-to-sew

Everglaze[®] cottons by fuller fabrics

Most little girls like to have lots and lots of pretty dresses. That's why more and more mothers everywhere sew for their daughters with economical, delightful "Everglaze" cottons by Fuller Fabrics. Attractively priced, designed in bright new patterns and colors that bounce with freshness—"Everglaze" cottons are a pleasure to have and to care for with their world-famous tested properties:

- easy to cut, sew, and tailor
- crease resistant—soil resistant
- shrink and stretch resistant
- wash or clean beautifully
- dry quickly • little or no ironing
- stay durably lively and fresh

For little-girl fashions, dear to the hearts of mothers and daughters alike, sew with "Everglaze" cottons by Fuller Fabrics. At all fine stores in a fall and winter selection of textures, patterns and colors.



A Classic Jumper in "Everglaze" Fashiontrack, a textured ottoman cotton in flowered print; little boy blouse in "Everglaze" Playchene, a "no-iron" cotton. By Fuller Fabrics. Simplicity Patterns #4786, #4789—sizes 7-14.

B Little-Girl Separates with yoked blouse of "Everglaze" Playchene, a "no-iron" cotton; pleated skirt in "Everglaze" textured cotton Sun Valley print. Both by Fuller Fabrics. Simplicity Pattern #4825—sizes 7-14.

C Teacher's Pet one piece full-skirted dress with bib inset fashioned of "Everglaze" Fashiontrack, a textured ottoman cotton by Fuller Fabrics in novelty duck print. Simplicity Pattern #4773—sizes 7-14.

D School Party Dress in "Everglaze" Spotlight, a combed cotton satin by Fuller Fabrics in flowered ticking design, trimmed with "Everglaze" Spotlight complimentary solid color. Simplicity Pattern #4624—sizes 7-14.

pin your pattern on a *VALENCIA* cotton

Pin your Fall fashion plans on Valencia cottons. They're as essential to fine home-sewn creations this cotton-conscious Fall as your needle and thread. New designs and colors that will translate your own fashion ideas... from casuals to party clothes... into beautiful, thrifty realities. And with all this beauty goes the superior finish, the wonderful washability and wearability, the easy sewing qualities that make

VALENCIA[®]
Aristocrat of Cottons

Valencia's "Go To Town"
Victorian wallpaper-striped cotton
shown in mother and daughter shirt dresses.
Simplicity Pattern No. 4798 (mother)
Simplicity Pattern No. 4821 (daughter)



DAVIS & CATTERALL • 1410 BROADWAY • NEW YORK 18

"I didn't buy it...I made it!"



"It has that expensive look because I used
FORMITE interfacing!"

Smart girl! She knows that Formite molds and holds a billowing flare, emphasizes details and keeps its shape through countless washings. So easy to sew . . . one simple seam and 39 inch Formite makes a perfect skirt lining or pretty petticoat. She travels with ease in her home-sewn fashions because crease, crush and wrinkle-resistant Formite snaps back into shape. All

her dresses are shaped with regular 25 inch Formite . . . her suits and coats with **ARMO® HAIR CANVAS**, available in widths and weights to suit every need. Formite and Armo give her wardrobe that professional look. More leading designers and manufacturers use these interfacings than any other product of its kind. No wonder she says with pride, "I made it myself."

FORMITE for dresses • **ARMO** for coats and suits • **WOOL 'N WARM** for 100% Wool interlining



Formite is lightweight . . . easy to cut!



It's woven . . . takes the needle with ease!



Always a standout . . . never a washout!



For your FREE COPY of MODERN MIRACLE FOR HOME SEWERS, write to: Educational Dept. S **DAVID B. CARMEL & CO., INC.**, 1407 Broadway, N. Y. 18

You can make
fabulous things...



out of fabulous
fabrics

...and then safely

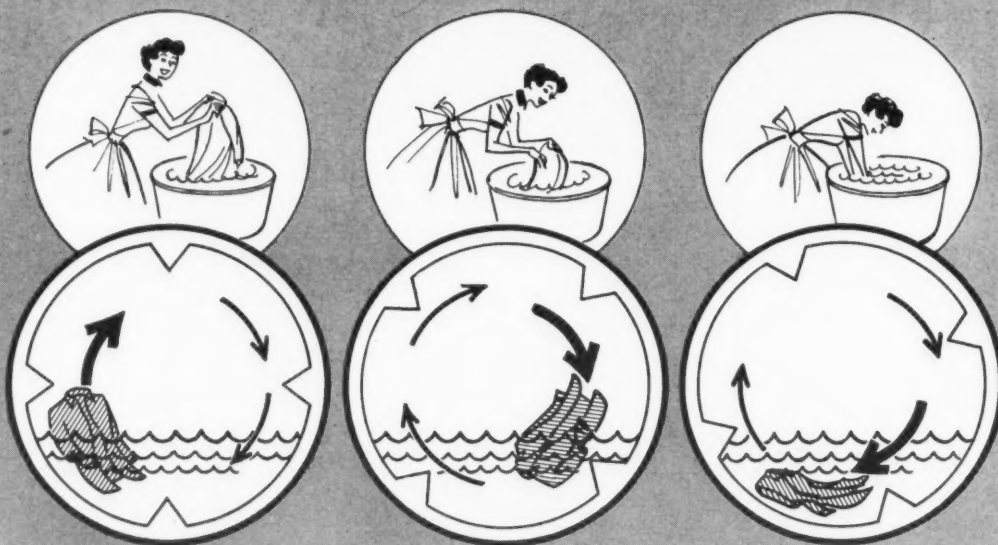
Wash and Dry them (automatically)

with **BENDIX**

TUMBLE-ACTION WASHING
FLUFF 'N TUMBLE DRYING

**BENDIX TUMBLE-ACTION IS THE ONLY AUTOMATIC
WASHING PRINCIPLE THAT'S LIKE HAND-WASHING**

It LIFTS...then DROPS... then SURGES
clothes through water



Over and over again, 590 times in the average washing cycle!

*That's why BENDIX Tumble-Action is the most gentle AND the most
thorough washing action of all—by actual scientific test!*

... take the word of leading manu-
facturers of fabulous-fabric gar-
ments—they recommend BENDIX
washing and drying right in their
labels!

BENDIX TUMBLE ACTION is SAFE!
It washes like you would by hand—lifts
and drops, lifts and drops—hundreds of
times... surging the clothes through
thousands of jets of hot sudsy water.

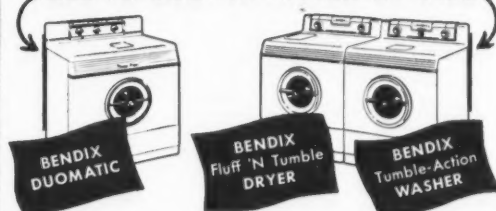
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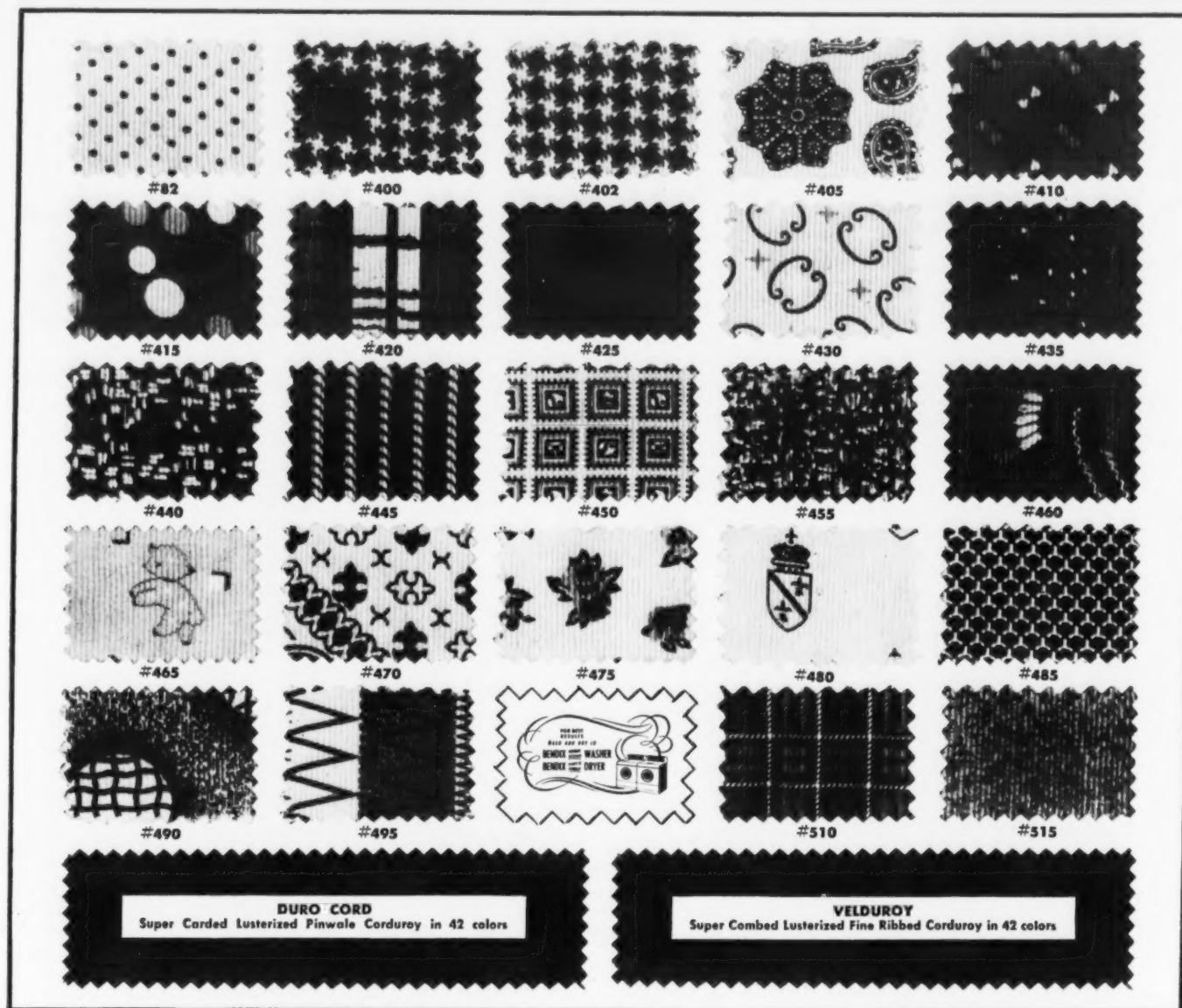
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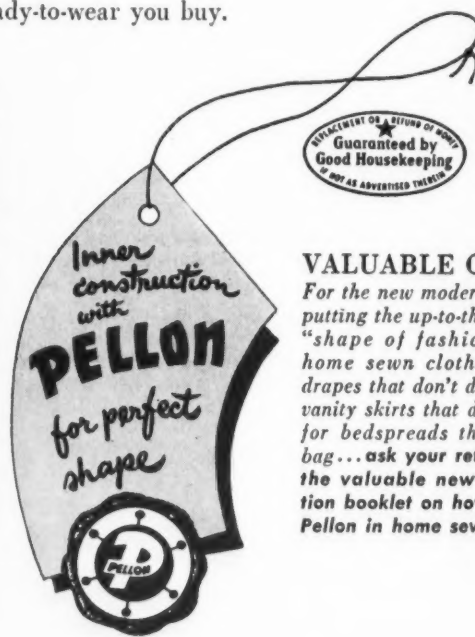
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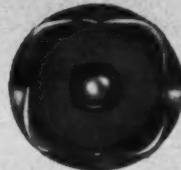
868



3612



9089



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4833 — Dress with high arched mid-riff, deep slash at its neckline.
Bracelets by Marietta Larsen. Made of Fabrex rayon and Acrilan Eye-catcher print. Sizes 12-20, 35c.



4734 — Cited for pure lines, a dress with open V neck, straight skirt, chic contrasting details.
In Wyner's Sag-No-Mor worsted novelty jersey. Sizes 12-20, 35c.
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Simplicity Patterns: Suit, No. 4435;
Skirt, No. 4769; Poncho, No. 4767;
Blouse, No. 3656.

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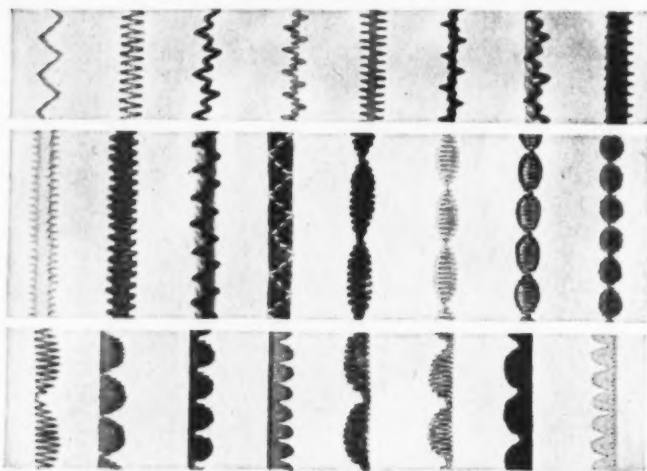
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Mother's, 4834 — Daughter's, 4825

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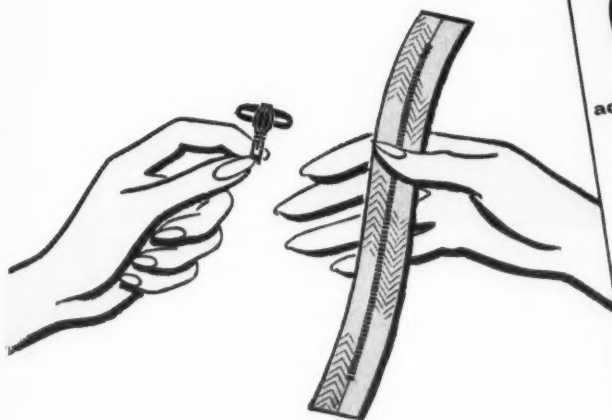
Perfect for shorts, skirts, slacks, separate belts—everything that needs adjustment for fit. And a Slide Fit on either side of the waistband makes a gap-free maternity skirt.

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Best idea ever for children's clothes!

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Simplicity

Fall and Winter 1954 Pattern Book

Cover: Influenced by this year's popular shirt fashions. A dawn to dark dress, the neckline buttoned high or worn open for a filler of scarf or pearls. Prym self-covered buttons. Wyner's Sag-No-Mor worsted jersey, interfaced with Armo hair canvas. Brooke Cadwallader scarf. 4807, sizes 12-20, 35c. Photographed by Avedon.

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Patterned For Fall and Winter 1954

Time now to look ahead — from the last warm days of Fall to the crisp cold winds of winter. Time to think of fashion in layers — the dress, the blouse, the skirt, the jumper, the suit — and the way they go together or apart under coats and toppers. Time to think of school, and the way a well dressed student should look. Time, also, to start planning and sewing the very special gifts you'll be sending to your loved ones this Christmas. We hope, as your editors, that we've anticipated all your needs, and shared with you our own feeling of fashion excitement that is part of the Autumn mood. So here it is, full of ideas, your Fall and Winter 1954 Simplicity Pattern Book!

THE SHIRT



STORY

The shirt is back and it's quite a story, too — just about the biggest of the year, we think. There's news in the varied detail of it, the charming feminine fabrics to which it adapts itself, the places it will go (nearly anywhere).

In color: 4813 — A shirt that lends itself to many interpretations. Here it is in the fresh blue and white stripes of Avondale Mignonne chambray.

Note snowy collar and cuffs, breast flap, and the smart way stripes reverse direction. Sizes 12-20, 35c. BGE buttons.

4817 — Simple-to-Make one yard skirt of Wilton flannel has tabbed pocket. Waist sizes 24-30, 35c.

Sketches: Same shirt, shown in new fabrics and colors. Note repeat of tab above the inverted pleat extending from back yoke.

Pellon interfacing.

Backviews pg. 64. Yardages

pg. 66. Accessories pg. 68.

All Simplicity Patterns are printed.



4703 — A full-skirted shirt-dress,
with six rows of decorative banding
to play up the new "little-girl" look
Sizes 12-20, 35c. On these pages:
All buttons by B.G.E., Pellon interfacing.
Bkvs. p. 64, Ydgs. p. 66, Acces. p. 68.
All Simplicity Patterns are printed.



THE SHIRT



4828



4739

KAREN RADKAI



4794

The shirt has become a fashion idea — and its really big story is in the way the designers have adapted its mood and details to all types of easy, wearable fashions.

4757 — The shirt feeling, stressed in the button-up front, the flared collar and cuffs. Note the new shoulder cut, the paired-off buttons, the smooth fit enhanced by Security's checked black and white worsted jersey. Simple-To-Make in sizes 12-20, 35c.

4813 — A very new adaptation — the shirt-blouse with short shirt-sleeves, creating that chic "little-girl" look. Flugelman's Bryn Mawr cotton challis. Sizes 12-20, 35c.

4828 — Perfectly classic, the shirt-dress with fitted bodice, tight sleeves, a soft dirndl skirt. The collar — detachable — inviting the luxurious addition of fur collars and cuffs. Mink by Winter Furs. Lebanon wool and rabbit hair tweed jersey. Sizes 11-18, 35c.

4739 — Cut as slim as a sheath, the shirtwaist dress that buttons all the way to the hem and sports a tiny stand-up collar. Of Lebanon's Sanforlan Washafan. Sizes 12-20, 35c.

4794 — In the mood of a shirt — this figure slimming dress with a highly tailored neckline, snug three-quarter sleeves, a peg-pocket skirt. Sizes 12-20, 50c.

4852 — The influence — a full-dress man's shirt — with bib yoke releasing tiny gathers for a bloused softness. Sizes 12-42, 35c.



4852

OLSON

STORY



The shirt idea — carried into six easy-going fashions.

4564 — The straight-coat, cut like a collarless shirt with side slashes at hem, deep pockets, and flared cuffs.

A perfect extra for cool fall days. Sizes 12-20, 50c.

4788 — The slim, hip-length jacket with a shirt look, its neckline convertible, the sleeves accented with tabs.

Good in either real or fake leathers. Sizes 11-18, 35c.

4814 — Two dresses, to wear separately or to combine into a third jumper ensemble. Planned around a simplified shirt dress with bloused three-quarter sleeves, a full skirt, and real pussy-cat bow. Its partner, a scoop necked sleeveless dress with skirtful of unpressed pleats, to wear like a jumper. Of Gale and Lord Swagger Gingham, and cotton alpaca Grana. Sizes 11-18, 50c. Backviews pg. 64. Yardages pg. 66. Accessory information listed on pg. 68. All Simplicity Patterns are printed.

THE



4783

KAREN RADKAI

4783 — Dress with flared collar, short shirt-sleeves. At the back, a deep V yoke, releasing bloused gathers. Of Peter Pan Sanforized New Colonies cotton print. 12-18, 35c.

4798 — Slim dress with deep-cut sleeves and back fullness. Just one button to close the plunging shirt line on bodice front. Featured in sizes 12-20, 35c.



4798

4761 — The true shirt, elongated to dress length, cut straight and belted-in to fit any waist measurement. Note front tab and shirt hemline. Fabrex washable Eyecatcher of rayon and Acrilan. 11-18, 35c. Pellon interfacing.



4761

SHIRT STORY





4757

In the Spotlight:

Suit-Coat Combinations

Smart fashion planning — the ensemble: a basic coat, companionable suits, interchangeable blouses.

In Color: 4796 — Variation on a suit classic — big news in the high round neck and tabs that echo its curve — charm in the easy swing of its skirt. Fabric: Milliken's washable Lorette flannel of Orlon and wool in a rich camel's hair beige. La Mode buttons. Sizes 11-18, 50c.

4797 — A classic coat in neutral gray — loose enough to top any suit on these pages — cut with tapered sleeves and a slight flare. Of Milliken's Deerhead Chinchilla interfaced with Armo hair canvas. Earl-Glo Milium lining. Sizes 12-42, 50c.



4843



4796



4842

4757 — Right with any suit on these pages, a blouse of Heller's worsted jersey. Sizes 12-20, 35c.

4843 — Three-piece box suit — in high fashion favor for its coordinated weskit and jacket lining. Slim skirt. In Fluegelman's Westwood wool and Bryn Mawr cotton challis. Sizes 12-20, 50c.

4796 — Dark braid dramatically defines the smooth fit of a jacket worn over this narrow skirt. Burlington's Oracle suiting of rayon, Orlon, and acetate. Earl-Glo lining. Sizes 11-18, 50c.

4842 — Repeating the high-necked idea, tabbing it at collar and pocket for extra chic. Wilton's novelty check wool suiting with Milium lining. Sizes 11-18, 50c. La Mode buttons.

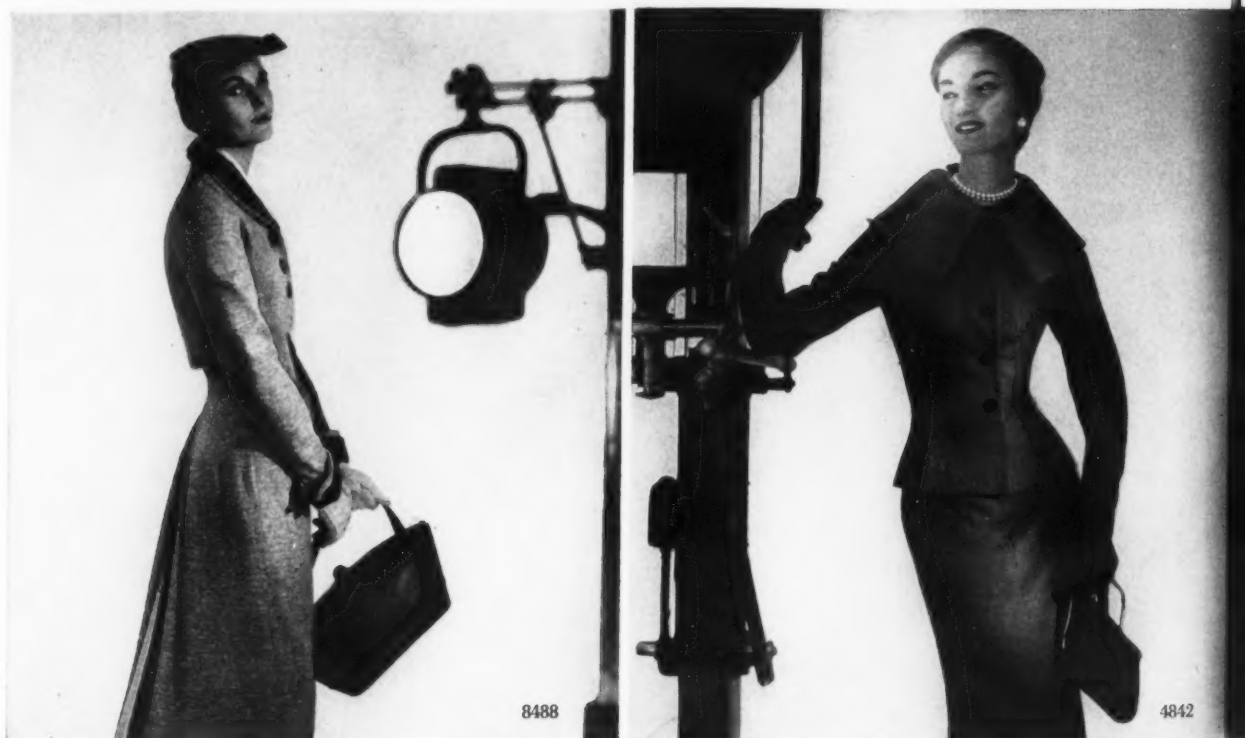
Backviews page 64. Yardages page 66. Accessories page 68. All Simplicity Patterns are printed.



In the Spotlight: Suit-Coat Combinations

4437 — To cover the high fitting bolero suit shown below — this one-button jacket with back swing to compliment the pleats of our suit's slim skirt. In Anglo's Flamette coating with Milium lining. Sizes 12-46, 50c. La Mode buttons are used on these pages.

4612 — Ideal over our cape collared suit — a jacket with uncluttered neckline, low-set back belt. In Botany's Shadowspray sculptured coating, Earl-Glo lined. Sizes 11-18, 35c.



8488 — Bolero suit, swept back into a fan of pleats, has contrasting lapels and cuffs on its shaped jacket. In Mallinson's rayon and acetate "Ruffanuff" suiting. Sizes 11-18, 50c.

4842 — Trim suit with romantic cape collar. Botany's Reedston flannel. Sizes 11-18, 50c.

4791 — A classic with sophisticated tab details. Botany's Princessa flannel. Sizes 12-42, 50c.

4780 — Perfect over all suits, a loose, wrap-around coat with the luxury-look of an oversized shawl collar. Sleeves tapered from deep-set armholes. In Botany's Kasra coating with Earl-Glo lining. Sizes 11-18, 50c. Suits and coats interfaced with Armo hair canvas. Backviews p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.



4780



4791

PAUL HADRAI



4800

Three top fashions based on the Empire line, complimented by high-fitted jackets. Large color photo: 4800 — A dress with carved midriff, white collar, and column of La Mode buttons. In Botany's blue Princessa flannel. Sizes 12-20, 50c. Small color photo: 4818 — On cool fall days, top your sheath with this brief navy jacket of Botany's Grandessa Velour. Sizes 12-20, 35c. Fashions on these pages are shaped from within by Formite interfacing.



4818

HIMMEL

In the Spotlight: The Empire Sheath



4760



4760 — One of the season's prettiest Empire sheaths — its high curve accentuated by a self band and bow — covers up with a tiny double-breasted jacket, correct for day or evening occasions. Of Juilliard's Juliette velveteen. Sizes 11-18, 50c. Talon's Seam-Thin zipper for sleek fit.



4762



4762 — Two views — one outfit. Figure-sculpting dress has a row of buttons, smartly intercepted by its short, slanting jacket. In Lankenau's Raynor flannel of rayon and orlon. Sizes 11-18, 50c. Bkviews. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



In the Spotlight: The Jumper-Dress

Specially cited for its versatility — a fashion-wise jumper that can be worn alone or teamed with blouses, sweaters, jackets, and toppers. 4765 — Our slim, torso-molding dress “jumperizes” beautifully over a Hadley turtle-neck cashmere sweater. Tapered jacket with pocket detail gives it the look of a suit. Outfit of Milliken’s herringbone tweed is Milium lined. Sizes 12-18, 50c. Talon Seam-Thin zippers are used throughout these pages.



HIMMEL

Right: High-bodied, full-skirted plaid jumper worn two ways: with a long-sleeved shirtwaist or a waist-length jacket. The jumper: 4808, sizes 11-18, 35c. The jacket: 4818, sizes 12-20, 35c. Fabric coordinates of plaid and plain are in Milliken's Acrilan and rayon Diplomat. The blouse is of Skinner Silk Surah. 4854, sizes 11-18, 35c.



Left: The jumper sheath, styled for slimness, with a three-button tab on its bodice. 4808, sizes 11-18, 35c. Shown again, wed to a scoop-neck jacket. 4549, sizes 11-18, 35c. In Cohama's Tebilized Pickwick flannel. The soft blouse with push-up sleeves of Bates Disciplined Dynelon Challis. 4610, sizes 12-20, 35c. Fashions shaped with 39" Formite interfacing. Buttons by La Mode.



Right: 4759 — Princess dress with wonderful jumper possibilities. Back pleat and suggestion of double pockets on stand-away jacket. Both in Bauling's Donegal tweed. Sizes 11-18, 35c. The perfect compliment: a high-necked Simple-To-Make blouse of Bauling's worsted jersey. 4815, sizes 11-18, 35c. Backviews p. 64. Yardages p. 66. Accessories page 68. All Simplicity Patterns are printed.



In the Spotlight:

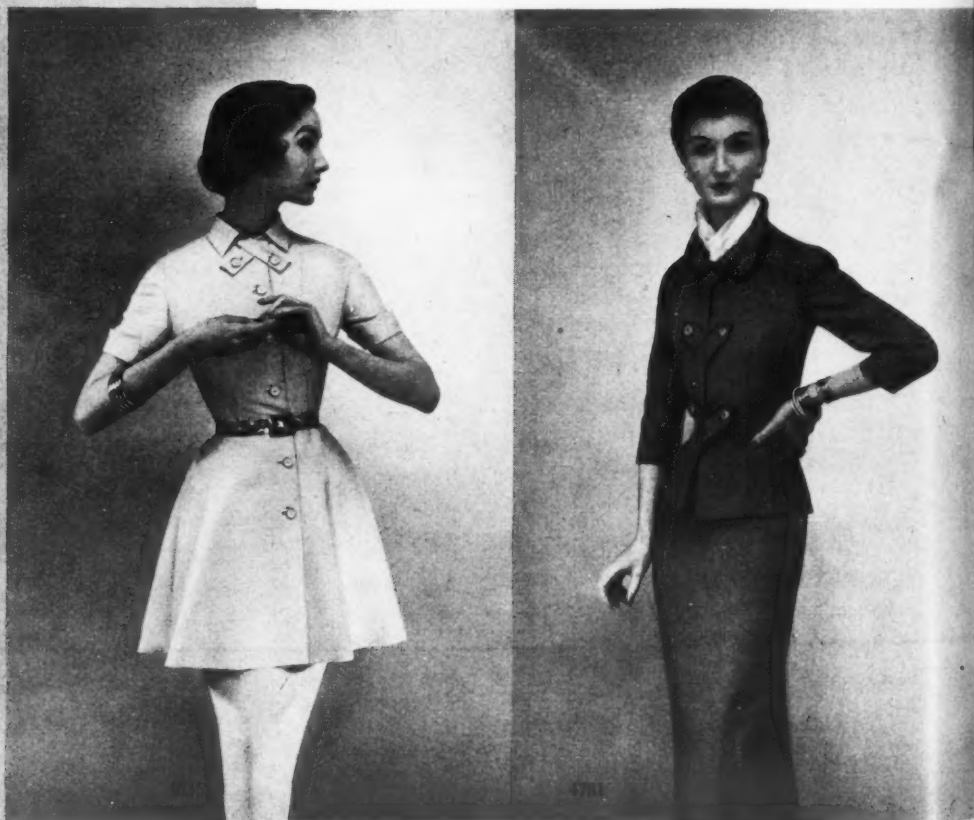
The 2-Piece Dress

Dresses that feature the two-piece idea — all slim-skirted and non-bulky for smooth fit under coats. Formite 39" interfacing. 4376 — Our interpretation of the popular "ship-ahoy" look, made with a classic sailor collar, soft floppy tie, and middy sleeves.

Note the newness of its molded blouse, narrow skirt. In Lebanon's Sanforlan Washafan with Robaix acetate Surah. Sizes 11-18, 50c.

4835 — A tunic that flares prettily over the slenderest of skirts. Criss-cross tabs add arresting smartness to a simple neckline. Costumakers' buttons for front closing. In American Silk Mills silk, worsted, and mohair alpaca. Sizes 12-20, 50c.

4781 — Accent on elegance of this suit dress with rounded stand-off collar as the point of departure for a triple set of tab closings. Milliken's wool and rabbit hair Angoradown. Sizes 12-20, 50c.





PLUCER



In the Spotlight: The $\frac{3}{4}$ Coat

Designed to top everything in sight this fall.

4839 — A three-quarter coat with real swagger.

Flap pockets, tabbed sleeves. Fabric: Wilton's Aberdeen check fleece coating, interfaced with Armo hair canvas. Milium lining. Skirt: Maine Stem flannel. Sizes 12-20, 50c.

4797 — Casual enough for daytime, festive enough for dress — a one-button topper with slant pockets and rich velvet collar. Hanora's washable Orlon Orella fleece. Washable Milium Orlon lining. Sizes 12-42, 50c. Bkvs. p. 64. Ydgs. p. 66.

Accs. p. 68. All Simplicity Patterns are printed.

In the Spotlight: The Princess Shape



4836

PLUCER



4831

4831 — The princess in a candlelit mood. Note romantic verve of its new-looking cape collar, the swish of its full skirt. In Cohama's Magicrepe crepe taffeta. Sizes 11-18, 35c. Dresses interfaced with 39" Formite.

4836 — The ideal travel companion for any princess dress — a coat shaped to its narrowed-in bodice and out-going skirt. This one buttons to the waist, has pretty curved cuffs and round collar. Of Anglo's Doesana Bolivia velvet pile coating, interfaced with Armo hair canvas. Sizes 11-18, 50c. La Mode buttons. Bkviews, p. 64. Ydgs. p. 66. Access. p. 68.



4795

4795 — The princess coat dress, with huge pussy-cat bow at the throat, short cuffed kimona sleeves, a column of buttons down the front. In Schwarzenbach's Royal Antique taffeta. Comes in sizes 12-20, 35c.

4743 — The princess in a festive feeling. Neckline, divided by a built-up midriff, dips to a deep V, back and front. Mallinson's textured cotton and rayon faille Riviera Faille. Sizes 11-18, 35c. All Simplicity Patterns are printed.



4674

4674 — Modified princess in a light-hearted dancing spirit. Boat neck and wide eight-gore skirt. Skinner screen printed Deep Lustre satin. In sizes 11-18, 35c.



4743



4639

4639 — The princess with a party radiance. Square neck sunk into its sculptured bodice. Swing skirt with ballroom manners. Fisba's cotton jacquard. Sizes 11-18, 35c.



Designed for compliments and corsages.
4320—Stunning halter, cut low. Vanetta's Italian Cantoni velveteen. 11-18, 35c.
Bouffant skirt with cummerbund. H. Bates nylon net and taffeta. 4776, 23½-30, 35c.

4779—A curve of scallops carves out the enchanting neckline of this dress with molded bodice. Skirt flares gracefully. Amity's Imported Italian Cantoni velveteen. Sizes 12-20, 35c.



In the Spotlight: The Portrait Dress



4704—Dream dress for a party-bound belle. Set into the looping band that frames its shoulders, soft bodice folds shaped like flower petals. Taut midriff sweeps suddenly into a great drift of skirt. Eichman & Hecht Crystalette of yarn-dyed Estron Crystal acetate and silk. Sizes 12-18, 50c. 39" Formite petticoat. Talon Seam-Thin zipper.

4782—In the vivacious red so true to the holiday spirit, this beau-catching princess dress with decollete neckline, the merest suggestion of sleeves, a crisp spread of skirt. In Max Mandel's cotton lace, lined with taffeta, stiffened by 39" Formite. Sizes 11-18, 50c. Winter Furs. Bkvs. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.





The Costume Touch

Dramatize Your Fall Wardrobe

These fashions all invite the creative touch of machine embroidery.

Our transfer pattern: 4874 — Flower design to apply as shown, 35c.

Closeups using Coats & Clark's O.N.T. machine embroidery thread, p. 69.

4183 — This smartly fitted suit adopts an air of grandeur when our lovely floral design is applied to front of jacket. In sizes 12-42, 50c.

4818 — The collarless jacket, cropped very short — perfect with symmetrical embroidery highlights designed especially for the classical cardigan neckline. Cut-in-one sleeves. Comes in sizes 12-20, 35c.



3813 — Nestled in the fullness of a Simple-To-Make circle skirt — two brilliant patches of embroidery. Waist sizes 24-32, 35c.

4647 — Companion blouse has V neck, cap sleeves. Sizes 12-20, 35c.

4529 (Large sketch) — A strictly man-tailored shirt startled with strictly feminine embroidery on pocket and collar. Sizes 11-18, 35c.

4830 — Glamour accent for this dress with spreading skirt — two stripes of embroidery that focus attention on its high-midriffed bodice. Short kimona sleeves. Simple-To-Make. Sizes 11-18, 35c.

4213 — Embroidery to follow shaping of V neck blouse. Sizes 11-18, 35c. With wide skirt and cummerbund. 4776, sizes 23½-30, 35c.

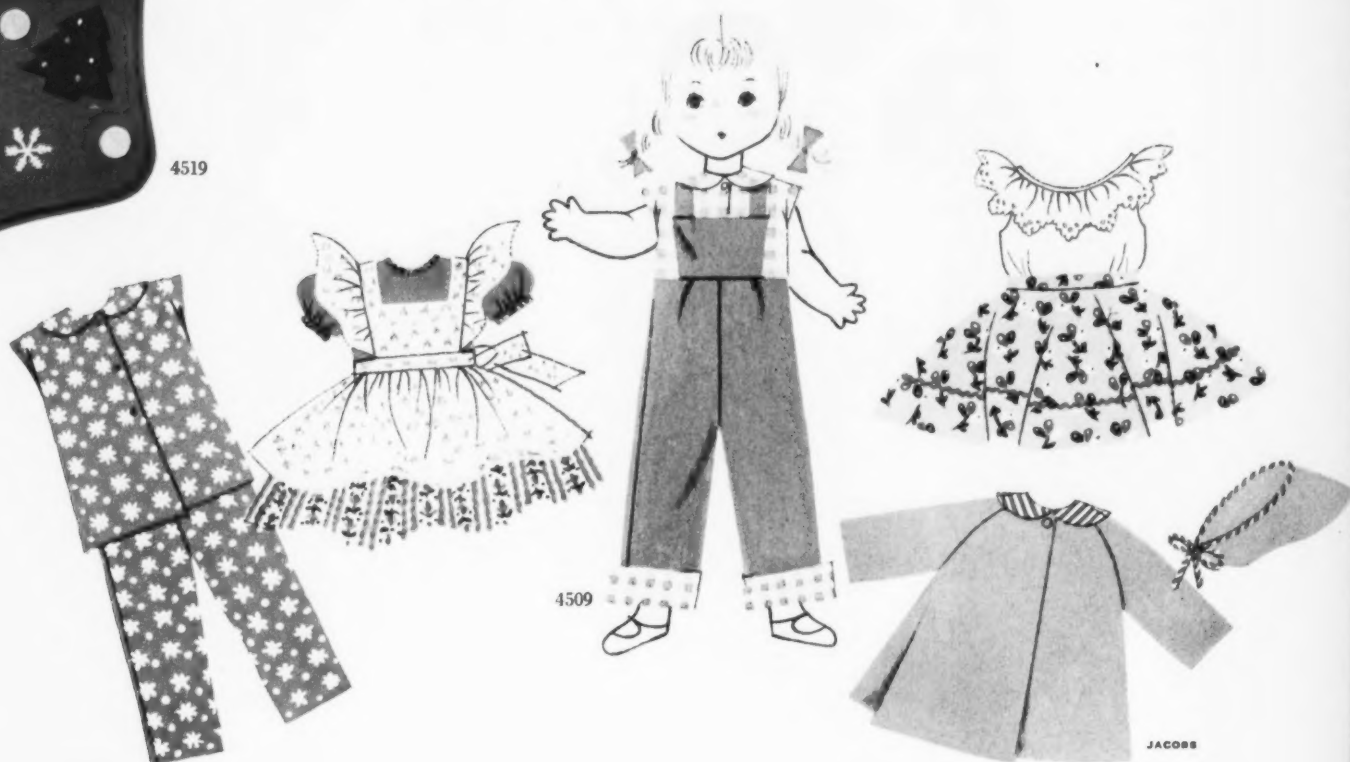
4760 — Ravishing frame for this sleekly fitted sheath — a circle of embroidered flowers to twine around the neck. Sizes 11-18, 50c.

3578 — Knee pants have Spanish matador look when side-seamed with embroidery. Sizes 24-32, 25c. Shirt repeats flowers on collar. 4462, sizes 12-48, 35c. To coordinate them, a weskit. 4768, sizes 11-18, 35c. Bkws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.





Gifts for Christmas Giving



Evidence that Santa has paid his annual call — Color photo: 4870 — Doll and daughter duo. Red as the berries of Christmas holly — this festive jumper with gathered skirt in lush Crompton Coronella velveteen. Make one for daughter, another for her favorite doll to copycat. Here jumper is worn over frilly white organdy dress to give the effect of blouse and petticoat. Sizes 1-6, 35c. Doll's pattern included in 14", 17", 23" sizes. Saucy Walker doll from Ideal Doll Corp. Little girl's under petticoat of 39" Formite. 4519 — To dangle near a chimney, this Xmas stocking, decorated with all the traditional symbols. It holds boodles of candy canes and small treasures to delight tiny, probing fingers. 35c. 4509 — A wardrobe to make your child's Saucy Walker or Bonny Braid the best dressed doll in town. Included: miniature pajamas, pinafore, overalls and blouse, peasant-styled separates, coat with matching bonnet. Will fit 14" Bonny Braids and 16" or 22" Saucy Walker dolls. 35c. 4058 — Young man with stuffed pup — both in tailored robes of Bauling's Marine washable flannel. Droopy-eared dog transfer for pocket of the young man's dressing gown. The pattern includes robes, doll, and transfer. In sizes 1-6, 35c. 4502 — An old-fashioned nightgown — ankle length — yoked and beruffled at neck, wrists, and hem. Long sleeves are elasticized. In Cone Velvete flannelette. Sizes 1-6, 35c. Bkws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.



Gifts for Christmas Giving



4107

4134

ADBE



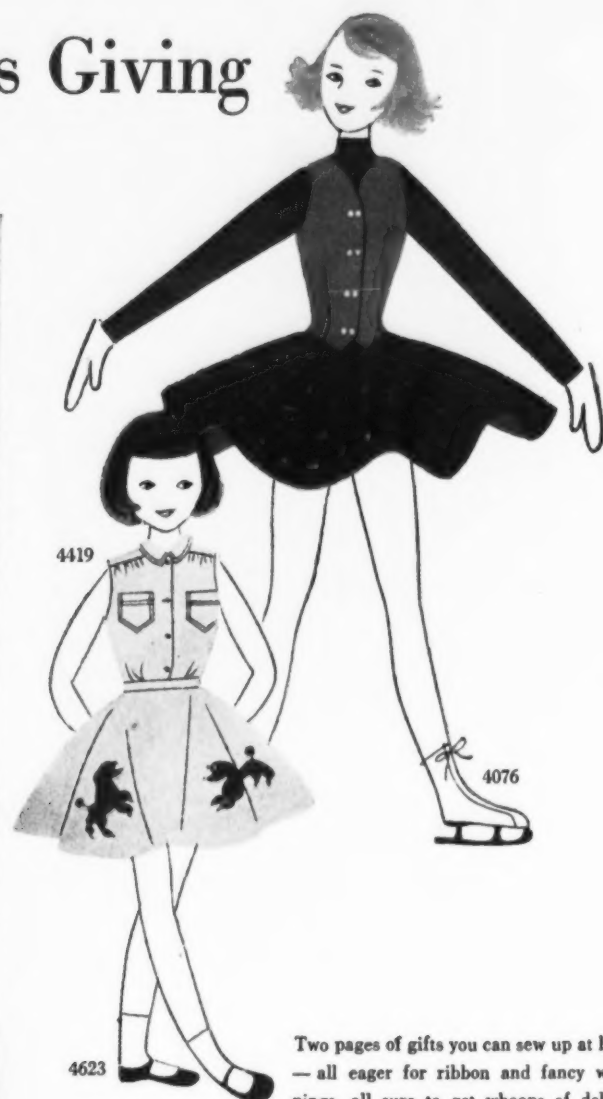
4544



1961



4100



4419

4076

4623

Two pages of gifts you can sew up at home — all eager for ribbon and fancy wrappings, all sure to get whoops of delight. Father-son team, smartly double-vested. 4107 — Dad's debonair weskit has four welt pockets. Comes in sizes 34-44, 35c. 4134 — Junior's is the same — minus two pockets. Sizes 4-12, 35c. In Continental's Vel-Fel felt with La Mode brass buttons. 4623 — A circle skirt with poodle transfer that's Simple-To-Make. Adaptable for Chubbies. Sizes 7-14, 35c. The sleeveless top has two breast pockets. 4419, sizes 7-14, 35c. 4076 — Designed to cut the prettiest figure on ice — a four-piece skating costume. Consists of lined weskit, lined circular skirt, blouse, and trunks. Sizes 4-14, 35c. 4544 — A sports classic with long sleeves and a convertible collar has one front pocket. Comes small, medium, large, 35c. 1961 — For casual comfort — a plaid shirt with buttons down the front and on both pockets. Small, medium, large sizes, 25c. 4100 — Boy's shirt — almost identical to dad's — has a different shaping of the pockets, a different plaid. Sizes 4-16, 35c. Bkvs. on p. 64. Ydgs. p. 66. Accs. p. 68

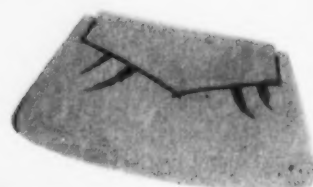
4496—Bed jacket with smocking transfer for yoke and sleeves. In sizes 12-46, 35c.
 4424—Our Simple-To-Make fringed stole that can wind a dozen varied ways. 25c.
 4195—Always smart—the clutch bag. 35c.
 4606—For teens—a date-bound blouse with stand-away collar. Shown in Vanetta Cantoni Italian velveteen. Sizes 10-16, 35c.
 4519—The look of fur. Collar and cuffs styled from Hanora's fake Leopard. 35c.
 4856—Pretty waist-cinching cummerbund of Skinner printed Acetate Surah. 35c.
 3718—This lacey apron loves guests. 25c.
 4685—Cancan petticoat—with layers of ruffles stitched inside. In sizes 24-32, 35c.



4496



4424



4195



4606



4519



4856

4477—A brief cape to top her dancing dresses. Small, medium, large sizes, 35c.
 3953—For teens: French poodle transfers on a whirly skirt. Waist sizes 24-28, 35c.
 4511—Mother-daughter aprons—with Christmas tree transfers for pockets. 35c.
 4443—Eyelet ruffle graces the scalloped edge of this fetching apron. 35c.
 All Simplicity Patterns are printed.



4477



4685



4511

4443



3953

3718



Fashions for Women

A fall wardrobe with good grounds for future compliments — uncluttered smartness, easy grace, sophisticated lines.

4731 — The tailored elegance women love in this trim dress of Security's worsted jersey. Sizes 12-42, 35c.

4802 — A shirtwaist exploits the design possibilities of Schwarzenbach's striped silk broadcloth. Sizes 12-44, 35c.

Furs on these pages are from Winter, buttons from La Mode. Backviews page 64. Yardages page 66. Accessories page 68.



4803 — Princess coat-dress of St. George Noctoor faille — flattery in its flare. Sizes 12-44, 35c.

4089 — Always right — a fitted suit in Skinner Pacona Alpaca Suiting. The gala touch: a softly fur-framed neckline. Sizes 12-44, 35c.



4838 — Together or apart — a jumper of St. George Heatheray rayon novelty suiting; a blouse of Skinner Silk Surah. Sizes 12-44, 35c. Self-belt by Bac-A-Brand.

4797 — Our fashion staple — the straight coat. Fabric: Luxurious Kaplan fleece coating with Sunbak lining. Sizes 12-42, 50c.

All Simplicity Patterns are printed.



PHOTOGRAPHED AT 200 EAST END AVENUE RESTAURANT, NEW YORK



A Classroom Wardrobe for The Young Miss





Presenting — a section of new back-to-school fashions for students of all ages. Sketches in this special portfolio feature printed Boussac cottons, made in France, and available here for the first time at medium prices in better stores. Photo, left: Three cheers for short-sleeved shirts. Left to right—Teen blouse: 4811, 10-16, 35c. Skirt: 4784, 24-28, 35c. Misses' blouse: 4813, 12-20, 35c. Skirt and bag: 4751, 24-32, 35c. Bac-A-Brand self-belt. Girls' blouse: 4869, 4-14, 35c. Skirt: 3987, 7-14, 35c. Shirts, Ely & Walker Gilbrae check gingham. Skirts, Continental Vel-Fel felt. Braid trimmings from Franken. 39" Formite petticoats. Sketch: 4772 — A Curved-yoke blouse. 11-18, 35c. 4198: Full, easy skirt. Simple-To-Make. 11-18, 35c. 4815 — Blouse of Wyner Sag-No-Mor worsted jersey. 11-18, 35c. Talon Seam-Thin zipper. 4769: Skirt of Ria Herlinger's worsted tweed. 23½-30, at 35c. 4766 — Fashion-favored jumper. Dan River Wrinkl-Shed Sudan. Sizes 11-18, 35c. 4010: A Simple-To-Make blouse. Of Wyner Sag-No-Mor striped jersey. 12-20, 35c. BGE buttons. Bkws. p. 64. Ydgs. p. 66. Accs. page 68. All Simplicity Patterns are printed.



A Classroom Wardrobe

For The Young Miss

In a young spirit — a student wardrobe for the clothes-conscious girl who demands up-to-the-minute fashions which reflect all of the major trends. 4554 — Top news — this dashing blazer cardigan. Sizes 12-20, 35c. Paired with trim fold-front skirt: 4491, waist sizes 24-38, 35c. Both Simple-To-Make. Bkviews p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



Sketch: 4750 — Big naval influence on civilians shown in middy blouse with high pockets, low waistband. Sizes 11-18, 35c. Worn over figure-conforming one-yard skirt. Simple-To-Make. 4011, waist sizes, 24-32, 35c.

In the season's get-together mood — 4529: Shirt, sizes 11-18, 35c. Of Indian head cotton. 4768: Weskit, sizes 11-18, 35c. 3811: Pleated skirt, sizes 24-32, 35c. Both Vanetta Durocord plain and printed corduroy. 4799 — The new topper with strictly controlled flare, accented by tab pockets and side slits. Round collar to stand up against the wind. In Hanora Fake Poodle, interfaced with Armo hair canvas. Sizes 12-20, 35c.

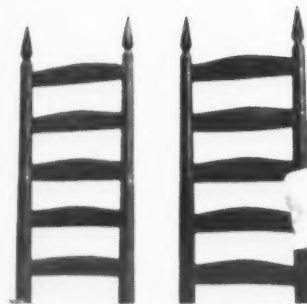




Photo: Left — 4806 — So becoming to lithe young figures — a modestly covered up version of the princess dress. Note superb fitting of its bodice — the flared skirt. Fabric is Kaplan nubby wool tweed, interfaced with 39" Formite to give it permanent shape and body. Comes in sizes 11-18, 35c. Right — 4828 — The shirt influence subtly carried into a school or Saturday dress with bracelet-length sleeves. Four breast pockets punctuated with La Mode buttons. A full skirt of unpressed pleats to spin prettily as you walk. The fabric is M. & W. Thomas cotton plaid. In sizes 11-18, 35c. *Sketches:* 4854 — Faithful reproduction of the man's shirt, so dearly beloved by juniors. In sizes 11-18, 35c. Complimented by this perfectly straight stem of a skirt. 4431, waist sizes 24-32, 35c. 4563 — Classic sport jacket and skirt team. Pockets both high and low. Comes in sizes 12-40, 35c.



A Classroom Wardrobe

For Teens



A collection of back-to-school fashions, scaled to teen-age figures.

4442—The straight and narrow look of ensembles — A box jacket with tiny mandarin collar, over a tapering skirt with kick pleat for walking ease. Sizes 10-16, 35c.

4810—Underscoring the big future forecast for jumpers — this one with sweeping skirt and button trim on its giant patch pockets and bodice. Sizes 10-16, 35c.

Bkws. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



4809 — A demurely covered-up princess, its whirl skirt shaped with 39" Formite. In Acrilan and rayon Dellacra crepe by St. George. Sizes 10-16, 35c.

4771 — Stronger than ever — the perennial shirtwaist. Note prominence given to its long central tab. Lebanon's Sanforlan Washafan tweed. Sizes 10-16, 35c.

Shirt-top and skirt team in Lebanon's plaid and plain Sanforlan Washafan. Blouse: 4811, sizes 10-16, 35c. Stem skirt: 4770, waist sizes 24-28, 35c.



4785 — The cooperative jumper paired with youthful shortie jacket, its swing slightly arrested by side tabs. In Cone's Sanforized solid and plaid Falltime denim. Sizes 10-16, 35c. Costumakers' buttons.



4391 — Sure to be seen in town and country schoolrooms, a Simple-To-Make jumper sheath worn over a turtle-neck blouse with push-up sleeves. Sizes 10-16, 35c.



Three-part story told in shirt, skirt, and weskit. The shirt: 4420, sizes 10-16, 35c. The slim, button-trimmed skirt: 4812, waist sizes 24-28, 35c. The weskit: 4476, sizes 10-16, 35c.



4827 — Simple-To-Make blouse, tab accents at neck. Lebanon's novelty jersey. Sizes 10-16, 35c. Lifting skirt of Lebanon's Sanforlan Washafan 4812. Sizes 24-28, 35c.



FARKAS PHOTOGRAPHED AT THE TOWN HOUSE OF DESIGNER HOWARD P. ROTHBERG

4823 — This jumper and jacket ensemble meets the rugged demands of the junior smart set. Double-breasted jacket fits snugly over flaring jumper. In Vanetta plain and plaid Corduroy. Sizes 1-6, 35c.

4825 — The two piece shirtwaist inspired by grown-up fashion. Tabbed yoke, $\frac{3}{4}$ sleeves on its blouse. The skirt, a spread of unpressed pleats. In Avondale plain and striped Mignonne Chambray. Sizes 7-14, 35c.

Sketch: 4825 — The widely-noted sailor influence appears in a dress with middy blouse, pleated skirt, cuffed short sleeves. Sizes 7-14, 35c.



A Classroom Wardrobe

for Children

For a busy life in and out of school—a collection which has adapted the season's newest fashion features to children's sizes. This page, sketches: 4452 — Like dad's — a manly lumberjacket with waistband and roomy pockets. Worn over classic slacks. Sizes 7-14, 35c. 4578 — A grown-up sport jacket that likes to be seen at ball games. Rounded revers and double pockets. Cuffed trousers. Sizes 4-12, 35c. 4773 — Popular this year — the dress with shaped bodice. It buttons from collar to waist, has a half yoke and wide skirt. Sizes 7-14, 35c.



4790 and 4821 — The shirt influence makes an appealing bid for classroom favor in dirndl-skirted big and little sister outfits. Same attention to shirtwaist details as in adult versions. Note the tabs (extending from a tiny round collar and spanning an inverted pleat in back), the high breast pocket, the man-tailored shirt sleeves. Wamsutta's Poetry-in-Prints. 4790, sizes 2-6; 4821, sizes 7-14 — 35c. 4819 — A double endorsement for the jumper trend that is currently sweeping the country. Jumper skirts have gentle flare plus deep box pleat that allows children to do all the active things they will do anyway. Big sister's jumper is shown topped with its own contrasting box jacket — double-breasted and with two spacious utility pockets. The fabric is Lankenau's Hi-Lassie plaid and plain rayon suede. In sizes 7-14, 35c. Cashmere sweater by Hadley. La Mode buttons. These fashions interfaced with Armo hair canvas. Bkws. p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.





A Classroom Wardrobe for Children

More endearing little-girl fashions that take a cue from their elders.

This page: 4774 — A wide-skirted jumper with irregular shaping of neckline and pockets. Simple-To-Make and Adaptable for Chubbies. Of Erwin's Sanforized Chelsea tweed. In sizes 7-14, 35c.

4789 — This season three isn't a crowd — it's an ensemble. The shirt: Of Bates Disciplined cotton. The weskit: Continental Vel-Fel felt.

The all-around pleated skirt: Kaplan's wool plaid. Sizes 7-14, 35c.

4820 — Long and short of a loose, raglan-sleeved coat. Sizes 7-14, 35c.

Opposite page: Large photo — 4822 — A tie-back dress with fashion-conscious detachable bib. Fabric Spring Knight: Sanforized print — a Springmaid cotton. Sizes 1-6, 35c. La Mode buttons on tab.

Smaller photos: 4824 — The jumper-jacket combination that looms so importantly on our fashion horizon. Double-breasted jacket, interfaced with Armo hair canvas, has a smart squared-off look. Jumper is cut as a modified princess with lots of side flare.

Matchmates of Crompton's Corduroy. In sizes 1-6, 35c.

Sketches: 4786 — A dress with the new tucked baby bib primly set on its bodice — a skirt meant to spin far and wide. Sizes 7-14, 35c.

4775 — This delightful jumper has the prettiest circular skirt and big looping pockets placed on an angle. In sizes 1-6, 35c.

2969 — Ideal outfit for the active junior sportsman. Slacks are accommodatingly elasticized at the waistband. Breezy front-buttoned shirt is notched at the collar. Sizes 2-8, 25c. Backviews p. 64.

Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.



FARKAS

PHOTOGRAPHED AT THE TOWN HOUSE OF HOWARD P. ROTHBERG





Top Secrets



LITOP



Maternity wardrobe in four tops, shown on a model who is seven months pregnant.

4718 — For good looks at home, a yoked jacket with mandarin collar, frog closing. Effective over sweater. Reeves printed Reevroy. Sizes 11-18, 35c.

4717 — Pedal pushers made with Talon Slide-Fit, the new adjustable closure. Lankenau's Lankor flannel. Waist sizes 24-32, 35c.

4764 — In a go-places mood, this two piece suit. Eyecatchers: the collar and high slanting pockets. Expandable cut-out skirt (a good basic). Talon Slide-Fit applied to waistband (see p. 72 for further information) The fabric is Counter Flanfare rayon flannel. Sizes 12-18, 50c.

4718 — Pretty gad-about at parties — a sleeveless top, flare springing from velvet-edged band of a widely scooped neck. The fabric: Counter Michelin rayon brocade. Sizes 11-18, 35c.

4763 — Guests in or dinner out — a charming jacket with side flare, a stand-away collar, festive La Mode buttons. Wesco's Gay Town taffeta. Sizes 12-18, 35c. Bkws. p. 64. Ydgs. p. 66. Access. p. 68. Photographed at Fergus Motors, Inc. All Simplicity Patterns are printed.

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LIDZ BROTHERS, INC., 250 W. 36th ST., N. Y. 18

HANORA is FIRST with ORLON® FLEECE in NEW DARK COLORS for fall!

Beautiful Fashion Fabrics With a WARM BUT WEIGHTLESS Way! BENDIX-LAUNDERABLE Too!

Another Hanora First!

WASHABLE MILIUM®
ORLON TAFFETA LININGS

Marvelous Milium — the new fabric sensation that assures lightweight all-weather comfort — now is yours in Hanora's beautiful new Orlon taffeta linings! This means extra warmth, extra protection, extra enjoyment in the snappy winter months. All this — and Bendix-laundryable, too! Available in colors to match D'Orella Orlon Fleece.

**GET TO KNOW,
GET TO SEW
HANORA'S FASHION
FAVORITES!**

At Fabric Stores and Fabric Counters
Of Department Stores

HANORA fabrics company inc.

1412 BROADWAY, NEW YORK 18

Now, as a sparkling addition to its line of gay pastels, HANORA introduces downy-soft D'Orella Orlon Fleece in a rainbow of new deep, dark shades for Fall! Toasty-warm yet feather-light, D'Orella is a cinch to sew, a wonder to wash. It launders quickly, economically, automatically in your Bendix—and comes out looking softer, fluffier, more luxurious than ever! Resists stains, wrinkles, mildew — and never loses its shape or lustrous color. Perfect for coats, toppers, loungewear, robes, babywear, etc.

Colors: black, red, dark green, royal, navy, dark brown, cognac, cloud blue, grey, nude, white and all the wonderful pastels.

KITTENYL NYLON FLEECE

A luxurious Fall fabric that's as long on wear as it is on looks. KITTENYL brings you weightless warmth and waitless Bendix washing! A natural for any Fall creation. Bendix-washable Milium nylon taffeta linings also available.

FABULOUS FAKE FUR

Put real excitement into your home-sewn apparel and home furnishings with Hanora's Fabulous Fake Furs — leopard, zebra, otter, seal, pony — all fakes, but all true beauties!

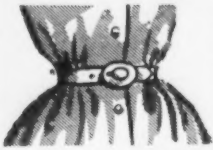
Hanora Fabrics Co., Inc.
1412 Broadway, New York 18

() Please send more information on your Bendix-laundryable fabrics.
() Please send name of nearest store.

Name.....
Address.....
City..... Zone..... State.....
Nearest large city.....

*Du Pont's acrylic fiber

There's Nothing Like E-Z . . . For Style, Beauty and Economy



Ask for: • E-Z FABuckles • E-Z Belt Backing • E-Z Eyelets
• E-Z Contour Belts to design and produce the most fashionable self-fabric belt that can be made. Easy, quick and inexpensive to put together. You'll find that "E-Z Buckle Products" add that "Chic" look to your clothes.

E-Z FABUCKLE

The buckle that Thousands of women have declared — "It's The Best & Easiest Made Buckle on the Market". Featured in widths of $\frac{1}{2}$ ", $\frac{3}{4}$ ", 1", $1\frac{1}{4}$ ", $1\frac{1}{2}$ ", 2", $2\frac{1}{2}$ ", 3" and 57 different styles to choose from. Requires no heating process. Prong enclosed. 15c to 25c.



E-Z EYELETS

Easily attachable . . . ideal for belts, drawstrings on bags, lacing, etc. In 16 popular colors. 20 eyelets, 2 prongs and attaching tool. Only 25c.



E-Z BELT BACKING

The belt backing used by garment manufacturers. It always looks new even after Washing or Dry-Cleaning because of its High-Lustre Finish.

Featured in widths of $\frac{1}{2}$ ", $\frac{3}{4}$ ", 1", $1\frac{1}{2}$ ", 2", $2\frac{1}{2}$ ", 3" and in the 16 most popular colors.

10c yd. to 25c yd.



E-Z CONTOUR BELT

Just the thing for any matching or contrasting material. Comes in one adjustable size to fit all waists from 24" to 36". Easy to make. In black, white and neutral. Only 59c.



At Your Favorite Notion Counter

E-Z BUCKLE, INC., NEW YORK 10, N. Y.

Sewing Circle



The Acme Dress Form Company, now celebrating its 50th birthday, combines the advantages of long experience with an ever alert interest in new developments in the dress form field. The latest model adjusts quickly at 6 points and swivels down to half size for easy storage. While the cost of living has soared since 1904, the cost of an Acme was \$15 then and is \$15 today — with all improvements. Order from: Acme Dress Form Company, Dept. SP-17, 380 Throop Avenue, Brooklyn, New York. A \$3 deposit brings you your form immediately.

Schenfeld FABRICS

for bridal and party dresses . . . laces—illusions—accessories all at **WHOLESALE PRICES**

"DUCHESS," beautiful, lustrous Satin 45" wide, in all colors of the rainbow, also white, ivory, ice blue and blush.

"CONTESSA," Sheer, Soft Nylon Tulle, 54" wide in all colors.

"ROSE POINTE," genuine imported hand clipped lace of rare exquisite beauty, 36" wide, in white and ivory.

BROCADES, FAILLES, VELVETS, SHEERS, ORGANDIES, ETC.

Schenfeld

THE HOUSE OF BRIDAL FABRICS

Our Beautiful new Catalogue with dozens of glorious swatches, illustrations, laces, valuable tips on trimmings, veils, etc. is FREE to you!

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Sirs: Please send me your beautiful FREE Catalogue containing dozens of swatches of Schenfeld fabrics, SOLD AT INCREDIBLY LOW PRICES!

Name.....

Address.....

City..... Zone..... State.....



SHIRT
Simplicity 4911
SKIRT
Simplicity 4022

EXCLUSIVE WITH WESCO



PAINTED DESERT

Rayon and Acetate



button, button...
WHO'S GOT THE BUTTON?
 You have! Right at your fingertips with the Defiance Button Machine that eliminates sending out to get buttons covered. It's simple as a child's game!

Make Your Own Smart COVERED BUTTONS BUCKLES AND BELTS QUICKLY, EASILY, PROFITABLY

ALL YOU NEED

are button molds, which cost only a few cents a dozen, and scraps of material otherwise thrown away. The SAME MACHINE ATTACHES EYELETS, NAILHEADS, RHINESTONES, etc.

This Starter Outfit comes equipped with a size 24 Half Ball Die, Cutter and Cutting Block plus 720 complete button parts. FREE Professional Display Sign included. Send for it today! You'll agree it's the best life-time investment you ever made.

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Choose from our large variety of attractive forms in all leading styles and belt widths for hand covering. Prices start at less than 4c each. Send for Illustrations.

GUARANTEED WASHABLE FOLDED BELT BACKING

Just stitch on material and belt is made. Supplied in ten different widths and ten popular colors. From 7c yd. in 12 yd. rolls.

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 (Established 1886)
 43-45-47 West 24th St., N. Y. 10, N. Y.

Weight
12 lbs.

Height
19 inches.

**SPECIAL
STARTER
OUTFIT**
only

\$17.30

Sewing Circle



Literally full of surprises—this silken covered *David Traum* clothes brush, touched with petitpoint, which has sewing essentials cunningly concealed in its zippered top. \$5.95.

Fabric-saving news from *Traum*: a plastic hoop that fits through your apron casing, holding it waist-snug without ties. No-bow feature will also appeal to males on K.P.—White only. Small, medium, large, 50c.

If it's tagged

UNIDURE®

it's permanently wrinkle resistant for the life of the garment

SEEING IS BELIEVING!



Even when yanked, crushed or twisted, Unidure-processed fabrics spring back into shape simply by hanging... without the chore of pressing. Wrinkle resistant not for just a day, not for just a year, but for always!



For that trim 'n tidy look, buy Unidure-tagged fashions and fabrics... at leading stores.

THE UNITED PIECE DYE WORKS, 132 Madison Ave., N.Y. 16 • Lodi, N.J. • Los Angeles, Cal. • Charleston, S.C.



THE WEST'S BEST...WITH PARIS ZEST!

NEW WESCO MULTI-COLOR

Plains & Parisquares!

HANDS ACROSS THE SEA! Wesco now combines the vivid tones of America's wide open spaces with subtle Parisquares. Your's—exclusively WESCO...in a painter's palette of tweedy PAINTED DESERT *Plains* and *Parisquares*.

CREASE-RESISTANT....so easy to sew—another Wesco Rayon and Acetate laboratory triumph! Mix or match these PAINTED DESERT multi-color *Plains* and *Parisquares* for dresses, sport separates, skirts, culottes, men's sport shirts, and, of course, for special Back-To-School fashions. 44" wide. *The best of the West...with the zest of Paris!* Surprisingly inexpensive, at your favorite store. Or write, and we'll tell you where.



WEIL & SCHOENFELD FABRICS, INC.

469 Seventh Ave., New York 18



SAILOR TOP
Simplicity 4855
SKIRT
Simplicity 4817

FRONT COVER

BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



Working With Jersey

There is a tendency among home sewers to regard jersey as a "problem" fabric. Now it's true that jersey requires a special technique, but the necessary know-how involves so little learning time and pays such exciting fashion dividends (note our cover dress) that we offer the following suggestions as an incentive.

Cutting

1. Locate the rib. It's on the inside of the tubular fold.
2. Determine your jersey's natural straight by laying ruler along a continuous rib. Mark it.
3. Insure correct drape by cutting straight of pattern on this natural straight of fabric.

Sewing

1. After cutting, baste along the fabric's edges to give support later supplied by stitching.
2. Use machine needle No. 4.
3. Use mercerized cotton thread No. 50 or 60.
4. Loosen machine tension.
5. Allow 14-16 stitches an inch.
6. Feed fabric loosely into machine; avoid stretching.
7. Seam pinking is desirable.
8. Back snaps, hooks, buttonholes, etc., with reinforcing material to resist pulling.
9. Tape is preferable to doubled fabric on facings and hems.

Pressing

1. Press wrong side of goods with hot iron over a damp cloth.
2. Move iron up and down, parallel with rib, rather than across.

These tips come from Wyner, manufacturers of Sag-No-More tubular jersey. Let them guide you and your jersey "problem" dissolves as most problems do once you've decided to face them squarely.

BACKVIEWS



4823 4824 4824



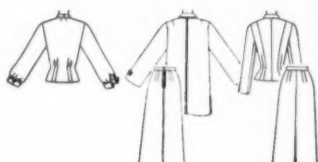
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4828 4830 4831



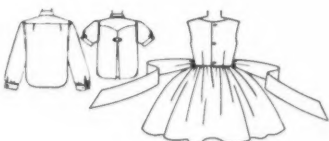
4835 4836 4838



4838 4839 4842



4842 4843 4843 4852



4854 4869 4870



4870 4876 8488

like a Duck takes to Water!



Teen sized Simplicity pattern #4785.
Sheath of MARINE
Heather Tweed—
Jacket of MARINE
Block Check.

MARINE*

**WASHABLE
WOOL BY**

bauling

The whole family of MARINE Washable Woolens takes to the tub or washing machine like a duck takes to water. They are so elegantly soft, so willing to hold and enhance whatever shape you give them. Laundered again and again by hand or machine—

MARINE Washable Woolens will never shrink out of size or shape, never lose their beautiful texture.

Mix or match MARINE Washable Wool fabrics in 31 vibrant new Fall solid and heather tones, in flannel, in companion blocks and tweeds, in authentic Scotch Clan plaids with magnificently alive colors.

*85% wool—15% nylon

about \$3.98

at these and other fine stores—write for name of store nearest you.

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LEON BAULING CO., INC., 200 WEST 39th STREET, NEW YORK 18, N. Y.

APPROXIMATE YARDAGES

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
1961	46	med.	17 $\frac{1}{2}$	51"
2969	59	4	shirt slacks 1	35" 54"
3578	43	28	21 $\frac{1}{2}$	35"
3718	47	one size	17 $\frac{1}{2}$	35"
3913	42	16	4	35"
3841	52	28	4	35"
3953	17	26	21 $\frac{1}{2}$	54"
3987	50	10	felt skirt 11 $\frac{1}{2}$	72"
4010	51	16	15 $\frac{1}{2}$	54"
4011	52	28	1	54"
4058	45	3	Child's and doll's robe 17 $\frac{1}{2}$	54"
4076	16	8	weskit 1 $\frac{1}{2}$	54"
			skirt 1	54"
			blouse 11 $\frac{1}{2}$	35"
4089	48	16	33 $\frac{1}{2}$	44"
4100	46	10	13 $\frac{1}{2}$	54"
4107	46	38	3 $\frac{1}{2}$	54"
4134	46	8	1 $\frac{1}{2}$	54"
4183	42	16	27 $\frac{1}{2}$	54"
4195	47	med.	1 $\frac{1}{2}$	39"
4198	51	14	13 $\frac{1}{2}$	54"
4213	43	14	17 $\frac{1}{2}$	39"
4320	40	14	13 $\frac{1}{2}$	35"
4391	55	12	11 $\frac{1}{2}$	54"
4419	46	10	11 $\frac{1}{2}$	35"
4420	55	12	17 $\frac{1}{2}$	39"
4424	47	one size	1	54"
4431	53	28	17 $\frac{1}{2}$	54"
4437	30	16	21 $\frac{1}{2}$	54"
4442	54	12	skirt 11 $\frac{1}{2}$	54"
			jacket 13 $\frac{1}{2}$	54"
4443	47	one size	1	35"
			eyelet edging 21 $\frac{1}{2}$	54"
4452	57	10	long pants 11 $\frac{1}{2}$	54"
			lumber jacket 13 $\frac{1}{2}$	54"
4462	43	16	21 $\frac{1}{2}$	35"
4476	55	12	3 $\frac{1}{2}$	54"
4477	47	med.	11 $\frac{1}{2}$	54"
4491	52	28	13 $\frac{1}{2}$	54"
4496	47	16	25 $\frac{1}{2}$	39"
4502	45	4	25 $\frac{1}{2}$	36"
4509	45	16"	see pattern envelope for yardages	
4511	47	one size	misses' apron 1	35"
			child's apron 3 $\frac{1}{2}$	35"
4519	47	14	fur 1 $\frac{1}{2}$	54"
4529	42, 52	14	25 $\frac{1}{2}$	36"
4544	46	med.	2	54"
4549	35	14	15 $\frac{1}{2}$	45"
4554	52	16	17 $\frac{1}{2}$	54"
4563	53	16	jacket 17 $\frac{1}{2}$	54"
			skirt 11 $\frac{1}{2}$	54"
4564	26	16	3	54"
4578	57	8	jacket 13 $\frac{1}{2}$	54"
			trousers 11 $\frac{1}{2}$	54"
4606	47	12	13 $\frac{1}{2}$	36"
4610	35	16	2	39"
4612	30	14	17 $\frac{1}{2}$	54"
4623	46	10	11 $\frac{1}{2}$	54"
4639	39	14	57 $\frac{1}{2}$	36"
4647	42	16	11 $\frac{1}{2}$	35"
4674	39	14	35 $\frac{1}{2}$	44"
4685	17	28	21 $\frac{1}{2}$	39"
4703	24	16	51 $\frac{1}{2}$	36"
4704	40	14	33 $\frac{1}{2}$	50"
4717	60	26	2	45"
4718	60	14	scoop neck with braid 13 $\frac{1}{2}$	45"
			high neck 23 $\frac{1}{2}$	36"
4731	48	16	25 $\frac{1}{2}$	54"
4739	25	16	25 $\frac{1}{2}$	54"
4743	39	14	31 $\frac{1}{2}$	45"
4750	52	14	11 $\frac{1}{2}$	54"
4751	50	28	felt skirt and bag 17 $\frac{1}{2}$	72"
			braid trim 115 $\frac{1}{2}$	72"
4757	24	14	13 $\frac{1}{2}$	52"
4757	29	16	11 $\frac{1}{2}$	52"
4759	35	14	37 $\frac{1}{2}$	54"
4760	33	14	dress and jacket 11 $\frac{1}{2}$	36"
4760	43	14	dress 27 $\frac{1}{2}$	36"
4761	27	14	27 $\frac{1}{2}$	45"
4762	33	14	dress and jacket 41 $\frac{1}{2}$	45"
4763	60	14	23 $\frac{1}{2}$	45"
4764	60	14	43 $\frac{1}{2}$	45"

No.	Pages	Size	Yards	Width
4765	34	14	dress and jacket 31 $\frac{1}{2}$	51"
4766	51	14	37 $\frac{1}{2}$	36"
4768	43, 52	14	11 $\frac{1}{2}$	36"
4769	51	26	1	51"
4770	54	26	1	51"
4771	54	12	31 $\frac{1}{2}$	51"
4772	51	14	17 $\frac{1}{2}$	35"
4773	57	10	31 $\frac{1}{2}$	35"
4774	58	10	21 $\frac{1}{2}$	36"
4775	59	1	11 $\frac{1}{2}$	36"
4776	10, 43	26	net overskirt 25 $\frac{1}{2}$	72"
			underskirt and cummerbund 43 $\frac{1}{2}$	36"
4779	40	16	47 $\frac{1}{2}$	36"
4780	31	14	37 $\frac{1}{2}$	51"
4781	36	16	23 $\frac{1}{2}$	51"
4782	41	14	51 $\frac{1}{2}$	36"
4783	27	14	17 $\frac{1}{2}$	36"
4784	50	26	felt skirt 17 $\frac{1}{2}$	72"
			braid trim 291 $\frac{1}{2}$	1 $\frac{1}{2}$ "
4785	55	12	dress 25 $\frac{1}{2}$	35"
			jacket 21 $\frac{1}{2}$	35"
4786	59	10	23 $\frac{1}{2}$	35"
4788	26	14	2	51"
4789	58	10	blouse 15 $\frac{1}{2}$	36"
			weskit 1 $\frac{1}{2}$	54"
			skirt 11 $\frac{1}{2}$	54"
4790	57	4	21 $\frac{1}{2}$	36"
4791	31	16	33 $\frac{1}{2}$	54"
4794	25	16	21 $\frac{1}{2}$	54"
4795	39	16	41 $\frac{1}{2}$	45"
4796	28	14	suit with flared skirt 27 $\frac{1}{2}$	54"
4796	29	14	suit with straight skirt 25 $\frac{1}{2}$	45"
4797	28, 49	16	long length 41 $\frac{1}{2}$	54"
4797	37	16	three-quarter length 23 $\frac{1}{2}$	54"
4798	27	16	3	54"
4799	52	16	25 $\frac{1}{2}$	54"
4800	32	16	21 $\frac{1}{2}$	54"
4802	18	16	33 $\frac{1}{2}$	39"
4803	18	16	47 $\frac{1}{2}$	45"
4806	53	14	33 $\frac{1}{2}$	54"
4807	21	16	23 $\frac{1}{2}$	52"
4808	35	14	jumper with straight skirt 21 $\frac{1}{2}$	45"
			jumper with flared skirt 3	45"
4809	54	12	43 $\frac{1}{2}$	45"
4810	54	12	23 $\frac{1}{2}$	54"
4811	50	12	13 $\frac{1}{2}$	36"
4811	54	12	11 $\frac{1}{2}$	54"
4812	55	26	straight skirt 15 $\frac{1}{2}$	54"
			flared skirt 11 $\frac{1}{2}$	54"
4813	22, 23	16	lengthwise stripe 23 $\frac{1}{2}$	36"
			contrast 1 $\frac{1}{2}$	36"
4813	21, 50	16	21 $\frac{1}{2}$	36"
4814	26	14	dress 43 $\frac{1}{2}$	45"
			jumper 31 $\frac{1}{2}$	45"
4815	35, 51	14	11 $\frac{1}{2}$	52"
4817	22	26	1	54"
4818	32	16	13 $\frac{1}{2}$	54"
4818	35, 42	16	17 $\frac{1}{2}$	54"
4819	57	10	jumper 21 $\frac{1}{2}$	45"
			jacket 15 $\frac{1}{2}$	45"
4820	58	10	long coat 21 $\frac{1}{2}$	54"
			short coat 13 $\frac{1}{2}$	54"
4821	57	10	3	36"
4822	59	4	17 $\frac{1}{2}$	36"
4823	56	4	jumper 11 $\frac{1}{2}$	36"
			jacket 11 $\frac{1}{2}$	36"
4824	59	4	3	36"
4825	56	10	blouse with short sleeves & skirt 31 $\frac{1}{2}$	36"
			blouse with 3/4 sleeves 15 $\frac{1}{2}$	36"
			skirt 21 $\frac{1}{2}$	36"
4827	55	12	11 $\frac{1}{2}$	54"
4828	25	14	27 $\frac{1}{2}$	54"
4828	53	14	41 $\frac{1}{2}$	36"
4830	43	14	4	39"
4831	38	14	15 $\frac{1}{2}$	45"
4835	36	16	41 $\frac{1}{2}$	44"
4836	38	14	13 $\frac{1}{2}$	54"
4838	19	16	blouse 21 $\frac{1}{2}$	39"
			jumper 21 $\frac{1}{2}$	45"
4839	37	16	topper and skirt 33 $\frac{1}{2}$	54"
4842	29	14	25 $\frac{1}{2}$	54"
4842	30	14	27 $\frac{1}{2}$	54"
4843	29	16	skirt 11 $\frac{1}{2}$	54"
			skirt, jacket and weskit 15 $\frac{1}{2}$	35"
4852	25	16	21 $\frac{1}{2}$	39"
4854	35, 53	14	24 $\frac{1}{2}$	39"
4856	47	one size	11 $\frac{1}{2}$	35"
4869	50	8	11 $\frac{1}{2}$	36"
4870	44	4	child's dress 17 $\frac{1}{2}$	36"
			child's jumper 11 $\frac{1}{2}$	36"
4870	44	17"	doll's dress 1 $\frac{1}{2}$	36"
			doll's jumper 1 $\frac{1}{2}$	36"
4876	36	14	25 $\frac{1}{2}$	54"
8488	30	14	33 $\frac{1}{2}$	44"



Press as you Sew... like a Professional!

FOR LEFT-HANDERS...

The only iron with a cord that may be switched over for left-handed ironers!

The only iron endorsed for home pressing by the Custom Tailors and Designers Association.



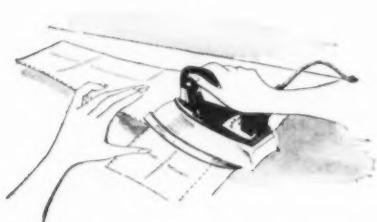
only \$18⁵⁰

UNIVERSAL *Lightweight* Steam 'n Dry Iron

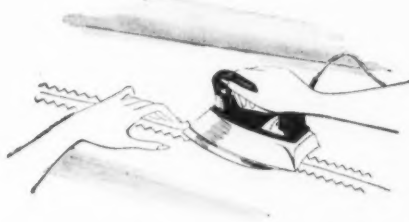
WHEN YOU SEW, the Universal Steam 'n Dry Iron will be your best friend. Press or steam even the most difficult fabrics—make every step easier and give the finished garment that “professional” look. The Universal Steam 'n Dry Iron can be switched instantly from steam to dry without emptying the water. And the accurate heat control adjusts from a light rayon lining to a heavy woolen fabric.

SPEED UP IRONING—SAVE ON PRESSING with these Universal Features

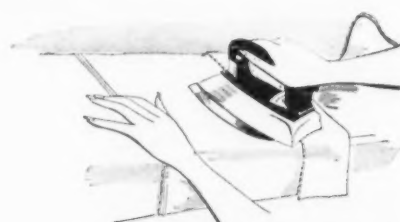
- **Jiffy-Switch** changes instantly from steam to dry and back.
- **No guessing**—“Window” in top of iron handle shows steam or dry setting.
- **Wrinkle-proof heel** and all round bevel iron in any direction without bunching.
- **Uses tap water** except in abnormally hard water areas.
- **Lightweight**—weighs only 3½ lbs., no more than an ordinary dry iron.
- **Larger steam area**—more than 10% larger than average iron—over 32 square inches.



PRESS THE PATTERN to smooth out creases, using nylon setting. Press or steam the fabric, too, before you pin and cut.



STEAM THE SEAM. Steam or press every seam after stitching to give that smooth, professionally tailored look.



STEAM EACH FOLD. When you make a hem, band, dart or fold . . . when you “turn in” a raw edge, steam it into position *before you sew*, for that “dressmaker” appearance.

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**“BE YOUR OWN
WARDROBE MISTRESS”**
Universal's booklet
on how to get the most
from a steam iron.



Landers, Frary & Clark, New Britain, Conn.
Please send me your **FREE** booklet on Steam Ironing Hints.

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LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

IF IT'S WORTH *MAKING*,
IT'S WORTH *SAVING*,
WITH SHIELDS!



A deodorant alone isn't enough to protect your clothes against perspiration *stains*. So don't let a few "unguarded moments" ruin the dress you've spent hours creating! Pin or tack in a pair of Kleinert's Shields before you wear it the first time! Kleinert's makes shields for every type of sleeve. They're all rubber-lined...all **GUARANTEED**.

From 39¢.

GUARANTEED SHIELDS by

Kleinert's **K**

Accessory Information

For Fall and Winter 1954

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the listed manufacturers in New York City.

Bags

Ingber Pages: 33, 38,
347 Fifth Ave. 40, 41.
Roger Van S. Pages: 34, 37,
11 W. 32 St. 55.
Ronay Pages: 30, 31.
1 E. 33 St.

Hats

Delway Pages: 32, 33,
42 W. 39 49.
Madcaps Pages: 29, 37.
23 W. 39 St.
Richard Englander Page: 23.
64 W. 36 St.

Carryalls

Volupte Inc. Pages: 26, 33.
393 Fifth Ave.

Jewelry (Gold)

Bartek Pages: 32, 33.
366 Fifth Ave.
Bergere Pages: 34, 35.
392 Fifth Ave.
Monet Pages: 24, 26,
6 W. 32 St. 27, 28, 29.

Belts

Brooke Cadwallader Pages: 23,
120 E. 55 St. 36.
Calderon Pages: 24, 26,
389 Fifth Ave. 27, 37, 47.
Campus Pages: cover
706 Sixth Ave.
Elegante Pages: 22, 39,
6 E. 32 St. 50, 51.

Jewelry (Pearl & Rhinestone)

Ciner Pages: 40, 41,
15 W. 36 St. 47.
La Tausca Pages: 24, 25,
411 Fifth Ave. 26, 27, 30, 31.

Furs

Winter Pages: 33, 40,
224 W. 30 St. 41.

Cufflinks

Calderon Page: 22.
389 Fifth Ave.

Gloves

Superb Pages: 28, 29,
240 Madison Ave. 38, 39, 40.
Wear-Right Pages: 30, 31,
244 Madison Ave. 32, 47, 48, 49.

Scarves & Stoles

Echo Pages: 28, 30,
435 Fifth Ave. 31, 36, 39.
Brooke Cadwallader Pages: cover,
120 E. 55 St. 23.
Vera Pages: 22, 29,
417 Fifth Ave. 54.

Shoes

Capezio Pages: 44, 59,
1612 Broadway 60.
Delmanette Page: 40.
350 Fifth Ave.

Sweaters

Hadley Pages: 34, 37.
580 Fifth Ave.

CROMPTON

cordurella®...
the fashion-flair
corduroys



Watch your favorite pattern come to long, beautiful life in corduroy! This fabric wears so well it's worth all your careful home-sewing efforts. You'll find a wide variety of Crompton corduroy constructions to choose from... pinwales, wide-wales, prints and solid colors. Illustrated: that current favorite, the shirt dress, in Crompton's carded corduroy. Simplicity Pattern

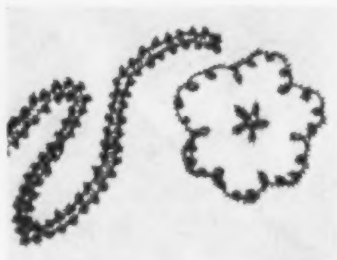
#4761, View 2.



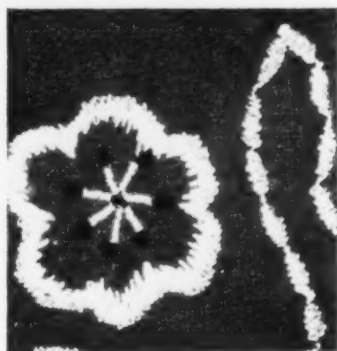
All Crompton pinwales, combed and carded, in solid colors and patterns, carry the Certified Washable Seal of the American Institute of Laundering.

Crompton-Richmond Co., Inc.
1071 AVENUE OF THE AMERICAS, N. Y. 18.
The Pioneer of American Corduroy
& Velveteen—Est. 1807

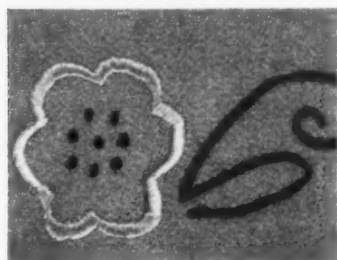
EMBROIDERY: News and Views



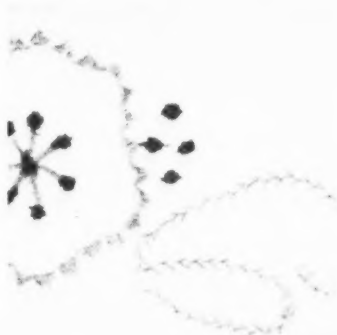
SINGER: For V neck of 4213, this delicate Spark Stitch made with lower tension loose, upper tension normal. Drop machine feed or use feed cover plate.



NECCHI Mira Automatic: To trim jacket 4818, achieve a jagged effect by filling in flowers with uneven satin stitch. Use Wonder Wheel #2 on the leaves.



PFAFF 130: To embroider midriff of 4830, set dial on #4 for close satin stitching of petals, on #2 for dots and stem. Suggestions adapt to transfer 4874. 35c.



ELNA Supermatic: Airy stitches for collar of 4462 embroidered with disc #15 (flower), #107 (stem). Coats & Clark's O.N.T. machine embroidery thread used.

Now I can make anything
—because my *automatic*
NECCHI does everything!



YES,
you can make
these beautiful
embroidery stitches
automatically!



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Monograms

Straight, zigzag, embroidery...
NECCHI does every stitch of the work...
without attachments!

From first stitch to final finishing touch, you can sew everything, easier, quicker, better... on the amazing Automatic Necchi... and you don't have to be an expert.

Your Necchi quickly pays for itself with the money it saves you on every kind of family sewing.

You can't afford to buy any sewing machine until you have tried and compared the "does everything" automatic Necchi. There is a Necchi to suit your budget; straight stitch model BC is only **\$98⁹⁵**

automatic

NECCHI
with the Wonder Wheel

Sews on buttons, makes buttonholes

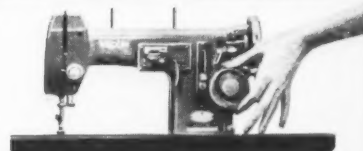
Parts and services available at 2,300 dealers in the U. S. See phone book for authorized dealer.

FREE BOOKLET: Send for 24-page illustrated guide on "How To Select a Sewing Machine."

NECCHI, Dept. G425

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or 464 McGill Street, Montreal, P. Q., Canada.

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with a difference...



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MOORESVILLE'S

Everglaze®
Cottons

Such subtle color effects and sophisticated patterns. No wonder Mooresville plaids make cotton a year-round affair. Everglaze means they're also wrinkle-resistant and washer-washable, won't fade; won't shrink more than 1%. When you shop for them, ask also to see all the other idea-sparking fabrics by Mooresville—for children's clothes, boys' shirts, fashions for the whole family.

From fiber to fabric for style-conscious America

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Sewing Circle



A gifted pair of precision-made stainless steel scissors that have twice as many lives as a cat. Use them to make buttonholes, measure, trace patterns, cut wire, remove tacks. To take full advantage of their 18-way versatility, consult the set of illustrated directions included. You obtain this Universal Scissors by sending \$3.95 postpaid to: Nona Sales Company, 118 W. 57 Street, New York 19, New York.

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**SAVE up to \$50 each year
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NEW! Simplicity Patterns for
SAUCY WALKER DOLLS!

Glamorous New Outfits for
SAUCY WALKER

**IDEAL'S DOLL THAT
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Ideal's Saucy Walker rolls her eyes and turns her head as she walks. She sits, stands, cries and goes to sleep. Nothing can go wrong with her working parts. Walking is fun with Saucy Walker! Have Mother get yours now!

Simplicity patterns for the Saucy Walker Dolls are available at all pattern counters.

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WALKER DOLLS, LOVELIER THAN
EVER, NOW AT A NEW LOW PRICE**

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they're new!

they're fashion-perfect

Prims Golden HALO cover-your-own buttons

Be the first to dramatize *your* sewing with these "Treasure-Chest" buttons! Just imagine: the metal rim boasts a golden-jewelry finish... frames the center you cover yourself. *Easily made in seconds... insert any material.* Behold! without tools or sewing, you have beautiful couturier buttons with centers covered in fabric... in leather... in a knitted swatch. And how proud you'll be to say, "I made them myself!"

Wash or dryclean Prims Halo buttons without a worry... re-cover them as often as you choose. 25¢ a card at "Five & Dime" stores everywhere.

By the creator of famous Prims Cover-Your-Own buttons and buckles.

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Your best fashion instincts direct you to ROSEWOOD flannel in this year of flannel favor. Because ROSEWOOD again offers the widest and most imaginative flannel impressions for home-sewing fashions, at a price that insures you "wardrobe extension."

You'll like the provocative "Shado-Plaids" (featured in the illustrated jacket)... the trend-setting "Magicolor Plaids," and the luxurious "Jewel-tone Stripes." Made of rayon-acetate, they come in "on demand" colors, to use separately or to match-mate with the solid "Hollywood" hues.

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They're at your favorite fabric counter.

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You know where you stand with a Rosewood Fabric.



SIMPLICITY PATTERN
NOS. 4818 (JACKET)...
4648 (SKIRT)

Sanforlan Wools Wash!



Wools labeled "Sanforlan"
won't shrink out of fit...stay soft as new



Look for wool dresses you can wash—because they're labeled "Sanforlan"—or make them yourself from "Sanforlan" trade-marked yard goods.



Look for jackets, slacks, shirts, skirts, bathrobes you can keep soap-and-water fresh, soft as new—because they're labeled "Sanforlan."



Look for children's wools that wash easily—baby things that never shrink, get hard or matted—because they're labeled "Sanforlan."



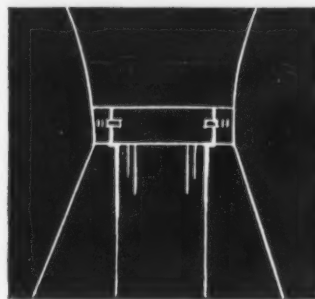
Look for sport shirts that wash like a breeze—for socks and sweaters that need no stretchers—because they're labeled "Sanforlan."

BROUGHT TO YOU BY THE "SANFORIZED" PEOPLE

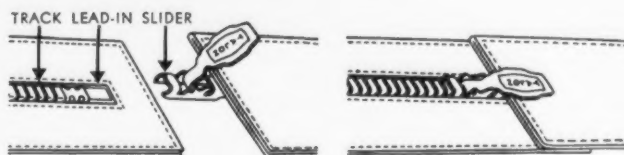
Sanforlan®

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

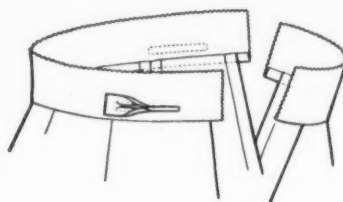
Adjust To Your Expectations



Coming to the aid of mothers-to-be, *Talon* now introduces the *Slide-Fit*—a new fastener which allows your waistline to expand as needed. Apply one *Slide-Fit* to each side of your skirt according to directions; then make the necessary adjustments.

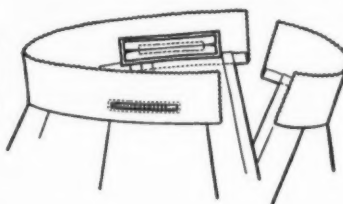


HOW SLIDE-FIT WORKS: Raise tab and thread slider onto lead-in and track. Then press tab flat to lock slider in correct place on track.

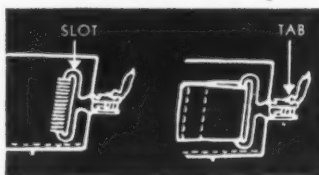


APPLICATION: Cut patch of cloth width of belt, $1\frac{1}{4}$ " longer than *Slide-Fit* track. Place patch face down on outside of waistband, lower edge at waistline seam, end of patch $1\frac{1}{4}$ " back of side seam. Locate center of patch and stitch $\frac{1}{8}$ " above and below—the length of the track and across ends. Slash between stitching lines into corners. Then turn patch to inside.

Press opening. Center track under opening with lead-in toward front end of waistband. Stitch around edge of opening to secure track.



Finish waistband. Tab extended, place slot, groove up, inside front waistband. Locate slot's outer edge $\frac{1}{4}$ " inside front edge of belt and (a) overcast outer edge of slot to belt; or (b) thread 2" length of $\frac{1}{4}$ " tape through slot and stitch ends to waistband. When properly fit, press tab flat (a) over belt if the slider is secured by thread; (b) either under or over if by tape.



The problem of an adjustable closure for maternity garments has long interested *Talon* researchers. They were determined, however, not to bring out one prematurely — rather, to wait until extensive experimentation had convinced them that theirs was the very best, the very easiest closure modern engineering could devise. *Slide-Fit* is the result. It comes in eight basic colors — white, black, navy, rail grey, brown, red, kelly green, and copen blue. While designed with maternity clothes in mind — we've used it on the skirt of #4764 (see p. 60) — it functions equally well wherever an adjustable closure is desired — on children's suspenders, on shorts, slacks, or skirts. 25c at notion counters.

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NOW... a new Fabric Fashion Service for all who sew

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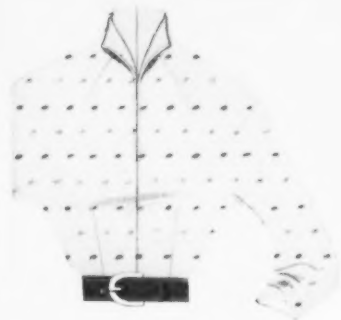
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Compatible Separates



4315 — A blouse that may be worn high (zippered to the throat) or low (for a collar effect). Push-up kimona sleeves. Sizes 11-18, 35c.



4769 — A skirt that teams with both tailored blouses. Note side stitching to underscore its straightness. In waist sizes 23½-30, 35c.



4767 — A casual blouse to wear belted over narrow skirt. Generous pockets and cuffs. Sizes 11-18, 35c. All Simplicity Patterns are printed.

the portable
with the

"magic
brain"

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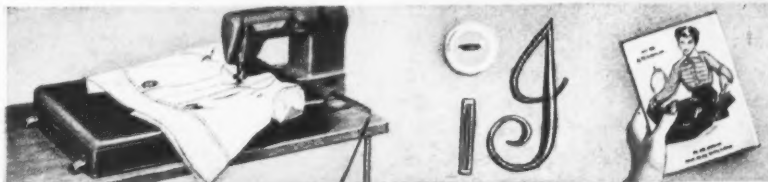
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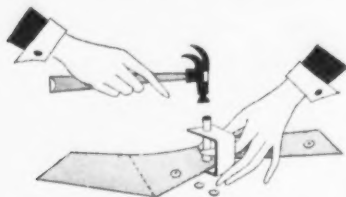
ELNA SEWING MACHINE CO., INC., Dept. EG425, 164 West 25th Street, N. Y. 1, N. Y.
(Look for your local dealer in the phone directory)

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Simplicity Pattern
No. 4823



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Refills 25¢



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FREE: Send for colorful, illustrated booklet describing Bernina models.

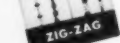
BERNINA Sewing Machine Co. Dept. S-6
29 West 35th Street, New York City



BUTTONS



BUTTON HOLES



ZIG-ZAG

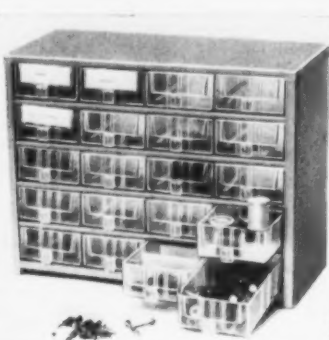


APPLIQUE



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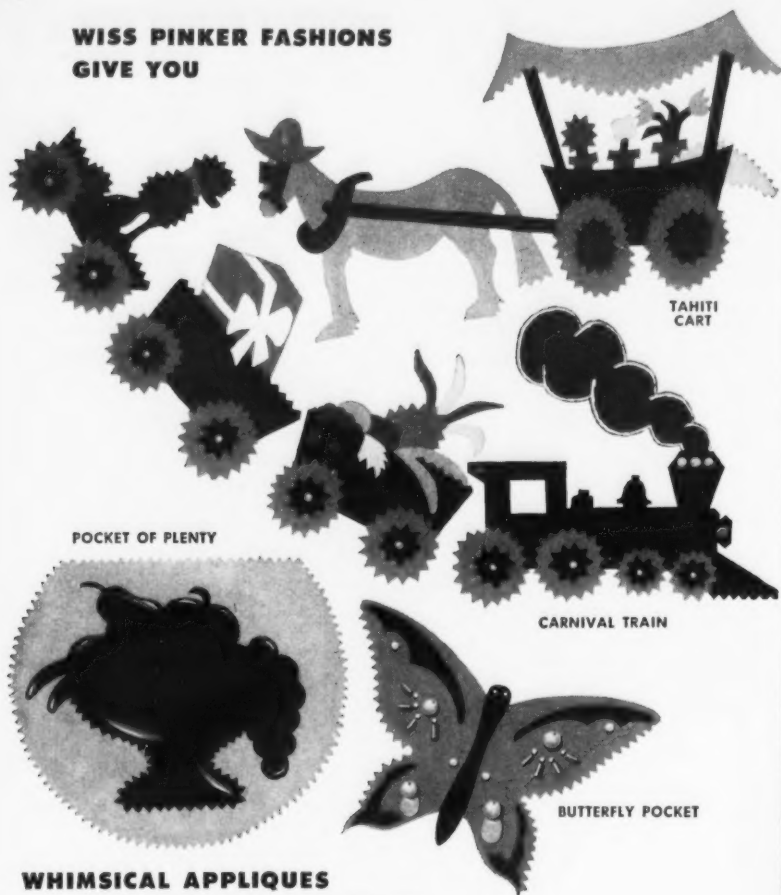
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4549 — A short jacket has stand-off collar and cuffs of brown mouton. \$4 a yard; 46" needed. Fabric: Bauling's Donegal tweed. 11-18, 35c. Send queries to Winter Furs, 224 W. 30 St., N.Y.C. All Simplicity Patterns are printed.



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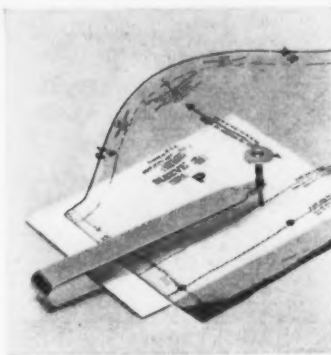
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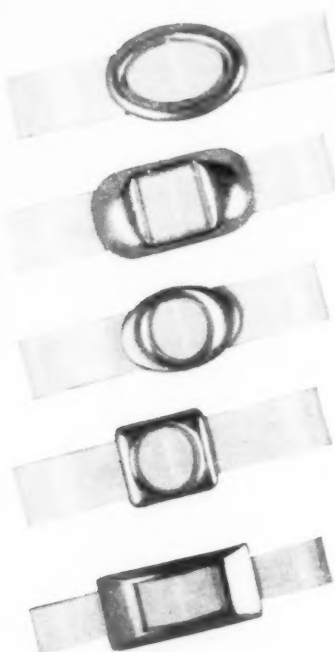
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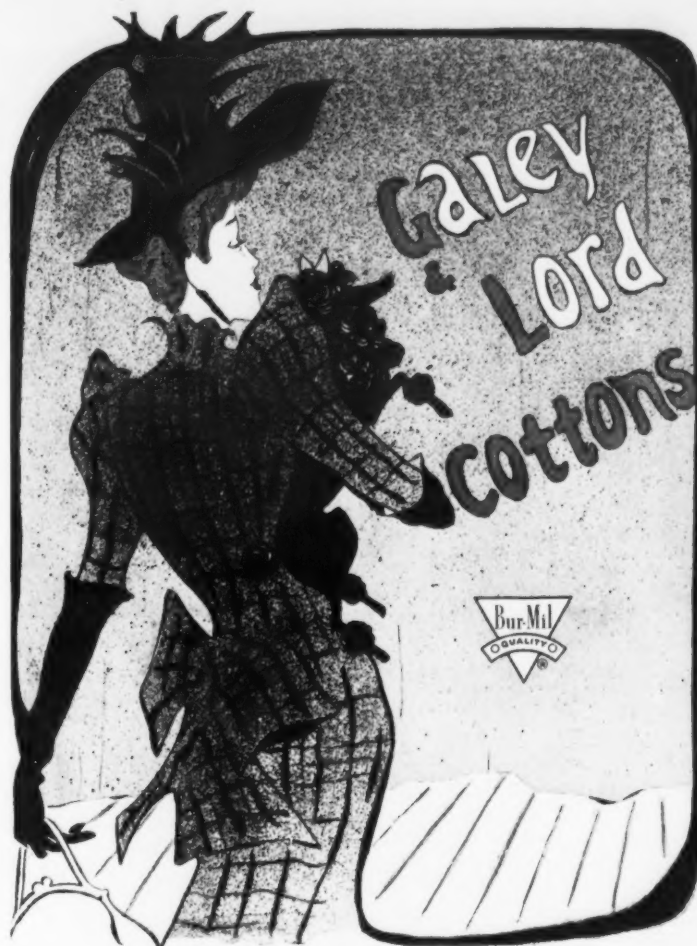
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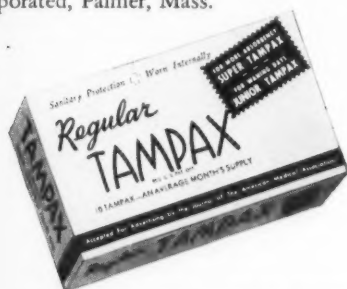
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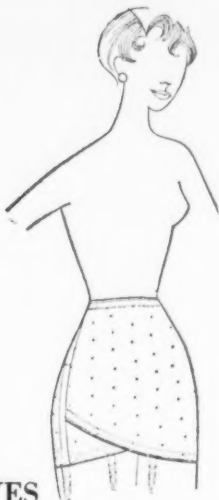
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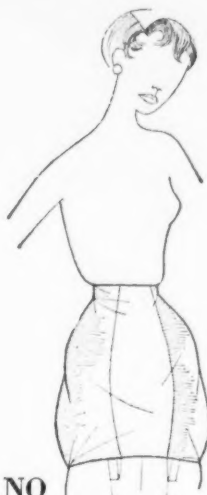
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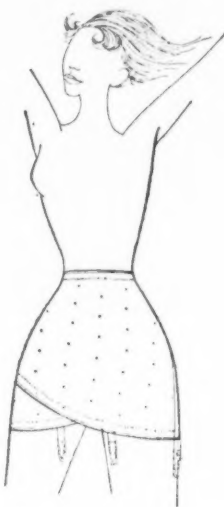
YES

For fluid fit, the new *Kleinert Tango* is made of perforated, velvety rubber Feathernap—a fine girdle's smoothest fabric.



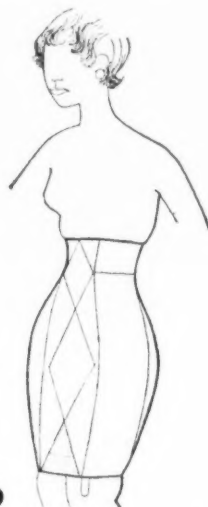
NO

This girdle sags and wrinkles, has lost its resiliency in the wash, and produces a ripple of tiny bulges in your tailored skirts.



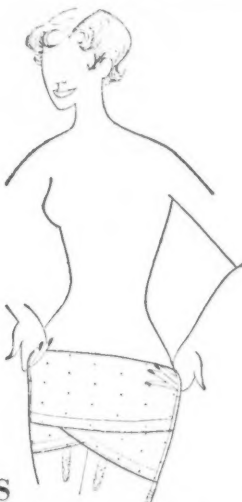
YES

Tango (suggested by criss-cross steps of the Argentine dance) introduces a cross panel enabling garment to follow your movement.



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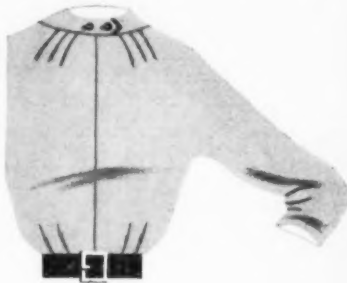
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HOCHSCHILD, KOHN & CO. ... Baltimore, Md.
JORDAN, MARSH CO. ... Boston, Mass.
FORBES & WALLACE... Springfield, Mass.
DENHOLM & McKAY CO. ... Worcester, Mass.
J. L. HUDSON CO. ... Detroit, Mich.
WURZBURG BROS. ... Grand Rapids, Mich.
GILMORE BROS. ... Kalamazoo, Mich.
J. W. KNAPP CO. ... Lansing, Mich.
DAYTON CO. ... Minneapolis, Minn.
THE JONES STORE CO. ... Kansas City, Mo.
WELEK'S... St. Louis, Mo.
GOLD & CO. ... Lincoln, Neb.
J. L. BRANDEIS & SONS... Omaha, Neb.
KRESGE-NEWARK... Newark, N. J.

JOHN G. MYERS CO. ... Albany, N. Y.
ABRAHAM & STRAUS... Brooklyn, N. Y.
J. N. ADAMS CO. ... Buffalo, N. Y.
JOHN WANAMAKER... New York City, N. Y.
McCURDY & CO., INC. ... Rochester, N. Y.
H. S. BARNEY CO. ... Schenectady, N. Y.
DEY BROS. & CO. ... Syracuse, N. Y.
BELK BROS. CO. ... Charlotte, N. C.
A. POLSKY CO. ... Akron, Ohio
JOHN SHILLITO CO. ... Cincinnati, Ohio
MAY CO. ... Cleveland, Ohio
MOREHOUSE FASHION CO. ... Columbus, Ohio
ELDER & JOHNSTON CO. ... Dayton, Ohio
G. M. McKELVEY CO. ... Youngstown, Ohio
LIPMAN, WOLFE & CO. ... Portland, Ore.
BOWMAN DEPT. STORE, INC. ... Harrisburg, Pa.
HAGER & BROS. ... Lancaster, Pa.
STRAWBRIDGE & CLOTHIER... Philadelphia, Pa.

JOSEPH HORNE CO. ... Pittsburgh, Pa.
GARR FABRICS... Providence, R. I.
MEYERS-ARNOLD CO. ... Greenville, S. C.
H. P. KING CO. ... Bristol, Tenn.
MILLER BROS. CO. ... Chattanooga, Tenn.
LOVEMAN'S, INC. ... Chattanooga, Tenn.
MILLERS, INC. ... Knoxville, Tenn.
B. LOWENSTEIN & BROS., INC. ... Nashville, Tenn.
CAIN-SLOAN CO. ... Dallas, Tex.
SANGER BROS. ... Salt Lake City, Utah
JOSKE'S... San Antonio, Tex.
AUERBACH CO. ... Salt Lake City, Utah
MILLER & RHODES, INC. ... Richmond, Va.
THALHIMER BROS. ... Richmond, Va.
S. H. HEIRONIMUS CO. ... Roanoke, Va.
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